

Kaplan Software Products Sweep the Top 3 Spots in the Test Prep Market Five Months After Partnering With Encore Software, Kaplan Reaches a Staggering 71.9% Market Share

New York, November 2000 – Encore Software Inc., a leading consumer software publisher, today announced that Kaplan(R) Higher Score SAT/ACT/PSAT 2001 Deluxe, Higher Score SAT/ACT/PSAT 2001 and Higher Score GMAT/GRE/LSAT 2001 products are ranked No. 1, No. 2 and No. 3, respectively, in sales in the test prep category for the months of August and September, according to industry research firm PC Data.

Kaplan Inc. and Encore Software launched their partnership in June 2000, leveraging Encore Software's marketing and distribution strengths to regain Kaplan's dominance of the test prep market. Though Kaplan test prep products have always enjoyed a very high market share in the category, they have not occupied the top three spots since 1998.

"We are thrilled with the results of our partnership with Kaplan," said Michael Bell, chief executive officer of Encore Software Inc. "Though we teamed up less than a year ago, Encore Software has successfully raised Kaplan market share by over 20 points, and we expect Kaplan to maintain its dominant position in the test prep segment."

Kaplan software is geared toward college-bound students taking national admissions tests, including the SAT, PSAT and ACT exams, and for students and professionals preparing for the GRE, GMAT or LSAT exams. New versions of these products will be released in May 2001.

"We set high goals for our test prep products, and with Encore Software, we have been able to reach them in short order. We look forward to continuing our relationship with Encore Software and creating new strategies for other areas of study and content," said Trent Anderson, Kaplan vice president and publisher, e-ventures.

About Kaplan Inc.

Kaplan Inc. (www.kaplan.com) is a premier provider of educational and career services for individuals, schools and businesses. Kaplan offers test prep and admissions services (www.kaptest.com); K-12 educational programs for kids and parents through SCORE! Learning Inc. and www.eSCORE.com; on-site education and professional development at schools and universities; books and software; professional educational services; and distance learning programs (www.KaplanCollege.com). Kaplan is also a shareholder in BrassRing Inc. (www.BrassRing.com), the business-to-business recruitment and hiring company that helps employers find and hire the right candidates faster. Kaplan is a subsidiary of The Washington Post Co. (NYSE:WPO).

About Encore Software Inc.

Encore Software Inc., founded in 1994, is a privately held publisher of education, casual entertainment and impulse software. The company's products reach over 20,000 stores through extensive domestic and international distribution channels. Encore Software is a top 25 retail software publisher and was named to the prestigious Inc. Magazine list of America's Fastest-Growing Private Companies for 2000. Publishing partners include Kaplan Inc., Creature Labs, GAMES Magazine, Golden Books Publications Inc., and Popular Science Magazine. Math Advantage(TM), Middle School Advantage(TM) and the Kaplan(R) Test Prep Series are No. 1 best sellers in their respective education categories. Similarly, inball Madness(TM), Chess Advantage(TM) and Vegas Fever(R) are among the best-selling entertainment software brands in the country. Encore Software also owns Math.com, the Internet's premier math resource. For more information on Los Angeles-based Encore Software, visit www.encoresoftware.com.

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