

Kaplan Inc. Announces Record Number of NYC Students Enrolled in Its Subsidized Tutoring Programs

Enrollment Jumps Over 100% in Kaplan's Federally Funded Supplemental Education Services Programs

NEW YORK, November 5, 2003 - Kaplan, Inc., a premier provider of educational and career services for individuals, schools and businesses, today announced that over 2,600 New York City students to date have signed up for free tutoring services through its K12 Learning Services and SCORE! divisions. This is an increase of more than 100% over last year, when Kaplan served nearly 1,200 students and was believed to be the largest private provider of supplemental education services (SES) in the city.

The SES program is a provision of the 2001 federal No Child Left Behind Act which provides free tutoring to children below the poverty level in schools receiving Title I funds that have been labeled "in need of improvement" for at least two years. This is the second year the SES program has been in operation.

"We saw firsthand last year how much students can benefit from these crucial services, so this is a positive sign of improving access to quality educational services for those who need them," said Stuart Udell, President of Kaplan K12 Learning Services. "The higher response is a direct result of increased communication about the SES programs by New York City and providers. We are continuing to accept enrollments daily and we hope to have the opportunity to help even more students."

Kaplan's K12 Learning Services division works with schools to help students master state-prescribed standards, improve their critical thinking skills and boost performance on standardized tests in grades K-12. It will provide small-group, instructor-led math and English tutoring to middle- and high-school students at 14 different locations, including two Kaplan centers in Manhattan and Brooklyn and 12 school sites throughout Manhattan, Brooklyn, Queens and the Bronx.

In addition, Kaplan's SCORE! Educational Centers will provide SES programs at ten centers in all five New York City boroughs. SCORE! Educational Centers help students in grades K-10 master critical academic skills in reading and math. At SCORE!, Academic Coaches guide children through an individualized, adaptive curriculum while focusing on helping students build confidence, a love of learning and goal-setting skills. At SCORE!, students typically make one year of academic progress in just five months.

Kaplan, Inc. (www.kaplan.com) is a premier provider of educational and career services for individuals, schools and businesses and is comprised of four divisions: Kaplan Test Prep, which offers test prep and admissions services worldwide, including K12 services for schools; SCORE!, which offers after-school learning programs for kids; Kaplan Professional, which offers licensing and continuing education training and compliance tracking; and Kaplan Higher Education, which offers post-secondary educational certificate and degree programs online and through 56 campus-based schools. Kaplan is a wholly-owned subsidiary of The Washington Post Company (NYSE: WPO).

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