

SCORE! Educational Centers to Open First Center in Philadelphia

After-School Learning Center to Offer Personalized, Interactive Learning Programs

Chicago, IL, June 17, 2004 -- SCORE! Educational Centers, Inc., a wholly owned subsidiary of Kaplan, Inc., is expanding its national presence with the opening of its first location in the state of Pennsylvania. SCORE! will open its 157th academic learning center in Philadelphia, PA, on Friday, June 18, 2004. The new center will be located at 68 South 69th Street, Upper Darby, PA 19082. In addition, SCORE! plans to open at least four additional centers in the area by the end of 2004, including two locations in the city of Philadelphia and two in southern New Jersey.

"We are looking forward to opening centers in and around Philadelphia, a market that is actively pursuing and demanding excellence in education" said Jeff Conlon, President and CEO. "SCORE! is a proven option for parents seeking supplementary educational activities for their children. We have helped thousands of K-10 students improve their fundamental learning skills and enrich their educational experiences."

SCORE!'s facility will offer students an engaging learning program designed to help them improve their skills in math, reading and writing fundamentals. SCORE! helps students become life-long learners by developing critical academic skills, goal-setting abilities, self-confidence and a love of learning.

Each SCORE! Academic Coach is assigned to seven students or less, offering a high level of personal attention. Students work on a sophisticated software program that is tailored to meet each child's specific goals and needs. As the child progresses, the program adjusts to a more advanced level, providing a highly customized and challenging learning experience.

SCORE! has centers in Illinois, New York, New Jersey, Connecticut, Virginia, Maryland, California, Colorado, Georgia, Massachusetts, and Texas.

About SCORE!

Founded in 1992, SCORE! Educational Centers, Inc. (www.escore.com), is a leading provider of after-school learning programs for children in grades K-10. Over the past 12 years, SCORE! Centers have helped more than 200,000 children reach their academic potential in math, reading, spelling and writing. SCORE!'s program includes personal coaching, positive reinforcement and a customized curriculum that adapts to each child's pace and learning needs. With 157 Educational Centers nationwide, SCORE! currently serves more than 40,000 students. SCORE! is a subsidiary of Kaplan, Inc. Kaplan, Inc., is a wholly owned subsidiary of The Washington Post Company (NYSE: WPO).

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