

Kaplan Pioneers Online Test Prep Programs for Dental and Optometry Students

New Web-based Courses from World Test Prep Leader Provide Increased Flexibility and Convenience

New York, NY, (May 14, 2004) - For the first time ever, aspiring dentists and optometrists can prepare for their highly competitive graduate school entrance exams online while juggling competing demands. Kaplan Test Prep and Admissions, a pioneer in online education and the largest provider of online test prep worldwide, has developed Web-based programs to help dental and optometry students prepare for the difficult Dental Admission Test (DAT®) or the Optometry Admission Test (OAT®).

The DAT is the required exam for students interested in dental school while the OAT is required for those applying to optometry school. Kaplan developed the DAT and OAT online prep programs to help students achieve their goals in an increasingly competitive environment. According to the American Dental Education Association, judging by GPA and DAT scores, the academic quality of dental school enrollees over the past three years is at an all-time high.

The new Kaplan courses are the first and only online test prep programs available to dental and optometry students.

"The current DAT and OAT classroom instruction and tutoring offerings provided a strong foundation for development of our online courses," said Justin Serrano, General Manager, Graduate Programs for Kaplan Test Prep and Admissions. "We have had enormous experience and success with our online programs. Given the increasingly hectic schedules of DAT and OAT students, it made sense for us to provide them with the same online test prep expertise we provide other students, so they now have increased options and flexibility."

With programs available through private tutoring, classroom courses, books and online, Kaplan offers complete preparation for DAT and OAT test takers. Both the DAT and the OAT online preparation programs are flexible, on-demand courses providing in-depth review and score-raising strategies. Courses also include a complete lesson book, online materials, review notes, flash cards, 3-D explanations, over 1,000 practice problems and several practice tests. Additionally, students can access free extra help via email. Kaplan offers free DAT and OAT testing and admissions events around the country. For events in your area, go to www.kaptest.com.

Background on the DAT and OAT

The Dental Admission Test (DAT) is designed to provide dental schools with common measures for comparing the qualifications of applicants. The exam measures general academic aptitude, comprehension of scientific information, and perceptual ability. The test is offered exclusively on computer and consists of a battery of four distinct tests: Survey of Natural Sciences, Perceptual Ability, Reading Comprehension, and Quantitative Reasoning.

The Optometry Admission Test (OAT) was developed by the American Optometry Association and is sponsored by the Association of Schools and Colleges of Optometry. All schools and colleges of optometry require candidates to submit OAT scores for admissions. The OAT is designed to predict general academic ability and measure the two skills needed by future optometrists: scientific knowledge and analytical ability. The test is divided into four separate tests-Survey of Natural Sciences, Reading Comprehension, Physics, and Quantitative Reasoning.

*DAT is a registered trademark of the American Dental Association.

*OAT is a registered trademark of the Association of Schools and Colleges of Optometry.

About Kaplan Test Prep and Admissions:

Kaplan Test Prep and Admissions, a division of Kaplan, Inc., is a premier provider of educational and career services for individuals, schools and businesses. Established in 1938, Kaplan is the world leader in the test prep industry and has served well over 3 million students. With 3,000 classroom locations worldwide, a comprehensive menu of online offerings and a complete array of books and software, Kaplan offers preparation for 35 standardized tests, including entrance exams for secondary school, college and graduate school, as well as English language and professional licensing exams. Kaplan also provides private tutoring and college and graduate admissions consulting services, as well as K-12 programs for school districts. Its Web site, www.kaptest.com, is the largest online destination for education and career services. Kaplan, Inc., is a wholly owned subsidiary of the Washington Post Company (NYSE: WPO).

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