

SCORE! Opens 17th Center in Washington, D.C. Metropolitan Area

New Laurel, MD Location to Offer Personalized, Interactive Learning Programs

Chicago, IL, May 19, 2004 -- SCORE! Educational Centers, Inc., a wholly owned subsidiary of Kaplan, Inc. and The Washington Post Company, is expanding its presence in the Washington, D.C. area. SCORE! will open its 17th academic learning center in Laurel, MD, on Monday, May 24, 2004.

The new Center will be located at 929 Fairlawn Avenue, Laurel, MD 20707. The center will offer SCORE!'s Advantage Program, which allows students to learn at their own pace using multimedia software that focuses on math, reading and writing skills. 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.

"We feel strongly about giving parents more options when it comes to supplemental education," says Jeff Conlon, President and CEO. "SCORE! has helped thousands of K-10 students improve their fundamental learning skills, but perhaps more importantly, we've also helped children develop self-confidence and a love of learning – which is critical for their long-term success."

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 customizd curriculum that adapts to each child's pace and learning needs. With 156 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).

Press Contact:

Amanda Cohen
amanda_cohen@kaplan.com
312-894-0797