

## **SCORE! BUILDS UPON SUCCESS IN ATLANTA AREA; OPENS 6<sup>TH</sup> EDUCATIONAL CENTER IN JONESBORO**

Chicago, November 6, 2005 – To meet growing demand in the Atlanta area, *SCORE!* Educational Centers, Inc., a leading provider of after-school learning programs and a subsidiary of Kaplan, Inc., has opened a 6<sup>th</sup> center in the area. *SCORE!* is located at 8021 Tara Boulevard in Jonesboro, Georgia in the Crossroads South Shopping Plaza.

“This is our first center south of downtown Atlanta, and parents are thrilled to have a local learning resource to help their children succeed,” said Justin Serrano, president of *SCORE!* “Our centers have helped thousands of children of all socioeconomic backgrounds become lifelong learners by helping them develop critical academic skills, goal-setting abilities, self-confidence and a love of learning.”

The *SCORE!* center will offer Jonesboro area students an individualized learning program designed to improve their skills in math, reading, and writing fundamentals.

Each *SCORE!* academic coach works with an average of six students, offering a high level of personal attention. *SCORE!*'s interactive, computer-based curriculum 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.

“My 3<sup>rd</sup> grade daughter came to *SCORE!* seven months ago because she was behind in her reading skills,” said Lywannis Gipson. “After just two weeks, she was working at her grade level! Now, seven months later, she is at a 5<sup>th</sup> grade reading level!” Ms. Gipson's daughter will be transferring from *SCORE!*'s Dunwoody location to the closer Jonesboro location.

*SCORE!* Jonesboro joins *SCORE!* educational centers in the Alpharetta, Dunwoody, Lawrenceville, Lilburn and Marietta neighborhoods in the Atlanta area.

### **About *SCORE!***

*SCORE!* Educational Centers, Inc. ([www.escore.com](http://www.escore.com)), a division of Kaplan, Inc., is a leading provider of after-school learning programs for children in grades pre-K through 10. With the goal of helping 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. *SCORE!* serves 82,000 students annually in 168 centers located in 12 states across the country. Kaplan, Inc. is a wholly owned subsidiary of The Washington Post Company (NYSE: WPO).

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