

## **Kaplan Announces the Creation of Kaplan Publishing; New Unit to Combine Company's Book Businesses**

New York, Oct. 17, 2005 – Kaplan today announced the formation of Kaplan Publishing, a new unit that will focus on both education and business trade publications. The new unit will combine Kaplan's existing business trade publishing operation with its test prep trade publishing operation, which was previously part of a joint imprint with Simon & Schuster.

"Over the past decade, Kaplan has grown from a small test prep company into a diverse, international education provider," said Jonathan Grayer, Chairman and CEO of Kaplan. "The creation of this new entity positions us well for the future. Our relationship with Simon & Schuster has been a long and fruitful one, and we look forward to continued collaboration."

Simon & Schuster will continue to provide back office functions and order fulfillment for Kaplan Publishing's test prep publishing side.

Roy Lipner will head the new Kaplan Publishing unit. Lipner has served as president of Kaplan's existing business publishing operation, Dearborn Publishing, since 2003 and will continue to lead this operation.

Kaplan Publishing's two divisions will be run by Maureen McMahon and Cynthia Zigmund. McMahon will be publisher and vice president for the test prep side of the new Kaplan Publishing unit. She previously served as publisher and vice president for the Kaplan/Simon & Schuster joint imprint. Zigmund will continue to serve as publisher and vice president for the business trade side for the new Kaplan Publishing unit.

The current business trade publishing unit produces approximately 70 books a year on general business, sales and marketing, real estate and finance. Recent titles include "The Radical Leap" by Steve Farber (2004). Kaplan's current education trade publishing business, under the joint imprint with Simon & Schuster, is one of the nation's leading publishers of test prep titles. It produces approximately 100 books a year on test preparation, admissions, and academic and professional development and success. Recent publications include "Inside the SAT: 10 Strategies to Help You Score Higher" (2005).

Kaplan Publishing's combined front and backlist will include approximately 550 titles. The business will have offices in Chicago and New York.

### About Kaplan, Inc.

Kaplan, Inc. is a leading provider of educational and career services for individuals, schools and businesses. Kaplan is a wholly owned subsidiary of The Washington Post Company (NYSE: WPO). For more information about Kaplan, please visit [www.kaplan.com](http://www.kaplan.com).

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