

## **KAPLAN TO ACQUIRE KIDUM, THE LEADING PROVIDER OF TEST PREPARATION IN ISRAEL**

TEL AVIV, ISRAEL/NEW YORK, NY (Aug 3, 2005) – Kaplan Test Prep and Admissions, a division of Kaplan, Inc., today announced that it has signed an agreement to acquire The Kidum Group, the leading provider of test preparation services in Israel, from Mr. Shai Reshef. Terms of the transaction were not disclosed.

Kaplan, which had 2004 revenue of more than \$1.1 billion, is an educational services provider that offers higher education, professional training, test preparation, services for K12 schools and after-school learning programs. Based in New York, Kaplan has operations worldwide, including recent expansions in Europe and Asia.

Kidum, founded in 1981, launched the test preparation market in Israel and today has 48 centers across the country, in key markets including Jerusalem, Tel Aviv, Beersheba and Haifa. Through four subsidiaries – Kidum Test Prep, Lachman Test Prep, Publishing House and Wall Street Institute School of English – Kidum provides test preparation for Israeli high school exit and university admissions exams, English language study programs and prep courses for the U.S. Graduate Management Admissions Test (GMAT).

The acquisition of Kidum is the latest in a series of overseas acquisitions for Kaplan. In 2003, Kaplan acquired The Financial Training Company, a leading provider of test preparation services for accounting and financial service professionals in the U.K., and has since acquired additional businesses in Europe and Asia.

"As the demand for test preparation services rises and Kaplan seeks to expand its scope of services worldwide, we see Kidum as an ideal partner," said John Polstein, President of Kaplan Test Prep and Admissions. "Kidum is a first-class operation and a terrific organizational fit with Kaplan. We look forward to working with Kidum's management."

Shai Reshef, Chairman of the Kidum Group, said, "It is a great achievement for Kidum to join Kaplan, the largest test prep company in the world. It is rare to find a company which is operating in the same market and is so similar in its attitude toward its employees and students. Kaplan will enable Kidum to maintain and develop its unique assets."

Sole shareholder of the Kidum Group, Reshef joined Kidum in 1989 as its CEO and has been serving as its chairman in the past few years. Under his leadership the company has expanded from a single product line to become the leading provider of educational services in Israel.

Adi Soffer Teeni, CEO of The Kidum Group, said, "We are excited to work with Kaplan, as the company has an excellent record in supporting and growing acquired businesses. Kidum has posted solid growth over the years. Joining the Kaplan

network will provide us with access to global resources and expertise that will help us further capitalize on market opportunities. For the Kidum employees it is a great opportunity to become a part of an international corporation, the largest in our field. The management team is looking forward to working with Kaplan.”

### **About Kaplan, Inc.**

Kaplan, Inc. is a leading provider of educational and career services for individuals, schools and businesses and is comprised of four divisions: Kaplan Test Prep and Admissions, which offers test prep and admissions services worldwide, including K12 services for schools; SCORE!, which offers after-school learning programs for children; Kaplan Professional, which offers licensing and continuing education training and compliance tracking; and Kaplan Higher Education, which offers postsecondary certificate and degree programs online and through 76 campus-based locations. 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).

### **About The Kidum Group**

Headquartered in Tel Aviv, The Kidum Group has three main lines of business: Kidum Test Preparation, which provides classroom-based test preparation for the psychometric exam; Lachman Test Preparation, which provides classroom based test preparation for the matriculation and psychometric exams; and WSI Training Ltd., which provides computer-based English language training programs. The company also provides test preparation for other smaller scale high school exams and for the GMAT.

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