

## **Newsweek and Kaplan University Combine to Launch Groundbreaking Kaplan University/Newsweek M.B.A.**

New York, Sept. 25, 2006—Kaplan University, a leading online institution of higher learning, and Newsweek, Inc., the award-winning news magazine, have joined forces to create the Kaplan University/Newsweek M.B.A. The innovative program will combine Kaplan's rigorous MBA training with the journalistic resources of Newsweek magazine to provide students with an education that uses breaking business news to illuminate the issues and theories that are part of traditional M.B.A. course work.

"The Kaplan/Newsweek M.B.A. will offer the best of both the classroom and the real world," said Newsweek Chairman and Editor-in-Chief Richard M. Smith. "The program will also provide an important new outlet for Newsweek's all-star cast of business reporters and editors and allow us to use online education to build an audience of young people who are on track to become the decision-makers of tomorrow."

Andrew S. Rosen, President of Kaplan University, said, "This initiative combines two world class organizations, each one a leader in its field. This new program will mean that our students—in addition to having access to *Newsweek's* archives, multimedia presentations and weekly content—will be able to talk to reporters and editors to get in-depth and immediate insights into the events that are making news in the economy and the boardroom."

As part of the M.B.A. program:

- \* Newsweek will provide up-to-the-minute case studies drawn from its Enterprise section and additional reporting and analysis.
- \* Smith will conduct a series of interviews on leadership with some of the world's most influential CEO's.
- \* Wall Street Editor Allan Sloan will talk with students about the ethical, legal and public relations dimensions of corporate transactions.
- \* International Editor Fareed Zakaria will discuss global business strategy.
- \* Technology specialists Steven Levy and David Kaplan will discuss what makes high-tech companies succeed--or fail.
- \* Editor Jon Meacham, Midwest Bureau Chief Keith Naughton, Senior Writer Johnnie Roberts and Senior Editor Jonathan Alter, among others, will take part in a Distinguished Speaker Series and online video discussions moderated by National Business Correspondent Dan McGinn and tailored specifically for Kaplan/Newsweek students.

Dr. Eric Goodman, Dean of the Graduate School of Management at Kaplan University, said, "Traditional M.B.A. programs rely heavily on case studies, some of which are decades old. While these studies have great value, students also have much to learn from events that are happening in the business world right now, events that Newsweek – which recently broke the controversy over the Hewlett-Packard board of directors – is in a perfect position to discuss. In addition, given Newsweek's strength covering international politics and business, this program will help us provide a global perspective to all our courses, from economics to finance to human resources management."

Kaplan University is part of Kaplan, Inc., a leading provider of education for individuals, schools and businesses. Kaplan, Inc. and Newsweek magazine are wholly owned subsidiaries of The Washington Post Company [NYSE:WPO].

The basic MBA program will include 52 quarter-credit hours, with core courses such as Managerial Economics, Financial Management, Managerial Accounting, Business Ethics and Analytical Decision Making. Electives will include courses like Project Management, Information

Systems Management and Strategic Human Resources. Students who wish to develop a further specialty, including International Business, will take an additional 16 quarter-credit hours in that specialty, focusing on international management, finance or marketing, among other possibilities. The program will also offer a specialty in International Health Care Management.

To encourage teamwork and increase faculty interaction with individuals, classes will have a routine maximum of 15 students. The program will begin accepting students on Sept. 25. Classes begin on Nov. 15.

Kaplan University's online program has grown from 34 students in 2001 to more than 26,000 students today, joining the ranks of the largest universities in the U.S. A recent independent survey of post-secondary students conducted by investment firm Robert W. Baird & Company ranked Kaplan University No. 1 in quality of education, benefit vs. cost, and student recommendation rate. Kaplan University offers master's, bachelor's and associate's degrees in more than 75 programs and is regionally accredited by the North Central Association of Colleges and Schools (NCA). Kaplan is also a pioneer in online legal education having launched the world's first wholly online law school, Concord Law School, in 1998.

For additional information about the Kaplan University/Newsweek M.B.A. Program, visit [www.topnewsweekmba.com](http://www.topnewsweekmba.com) or call 800-926-9830.

#### **About Newsweek**

Founded in 1933, Newsweek provides comprehensive coverage of national and international affairs, business, society, science and technology, and arts and entertainment. Headquartered in New York, Newsweek has 20 bureaus located in the U.S. and around the globe. In addition to its U.S. edition, Newsweek publishes three English-language editions overseas and is the only news magazine with eight weekly local-language editions—in Japanese, Korean, Spanish, Polish, Arabic Chinese, Russia and The Bulletin is published with Newsweek in Australia. Newsweek's circulation is more than 3.1 million in the U.S. and more than 4 million worldwide. Newsweek's total U.S. audience is 18.9 million and 24.0 million worldwide. The magazine appears in more than 190 countries. Newsweek holds more National Magazine Awards, given by the American Society of Magazine Editors (ASME), than any other newsweekly. Newsweek is on the World Wide Web at [www.Newsweek.com](http://www.Newsweek.com).

#### **About Kaplan Higher Education and Kaplan, Inc.**

In addition to Kaplan University, Kaplan, Inc.'s higher education division includes Concord Law School and more than 70 campus-based locations in 21 states that offer master's, bachelor's and associate's degrees, as well as certificates designed to provide students with the skills necessary to qualify them for employment in fields such as business, criminal justice, education, fashion and design, health care, information technology, legal and paralegal studies.

Kaplan had 2005 revenue of more than \$1.4 billion. For more information, please visit [www.kaplan.com](http://www.kaplan.com).

#### **Contact:**

Dick Riley  
Vice President, Communications  
Kaplan, Inc.  
212-492-5854  
[dick.riley@kaplan.com](mailto:dick.riley@kaplan.com)

Jan Angilella  
Media Relations Manager  
*Newsweek*  
212-445-5638

jan.angilella@newsweek.com

Cheryl Stopnick  
Executive Director of Communications  
Kaplan University  
954-515-4574  
cheryl.stopnick@kaplan.edu