



FOR IMMEDIATE RELEASE

Press contact: Michele Pore, mpore@kaplan.edu, tel. (312) 706-6006/cell (312) 502-7534, or Jodi Thomas, jodi.thomas@esd112.org, tel. 360-606-9761

KAPLAN VIRTUAL EDUCATION LAUNCHES ONLINE PUBLIC MIDDLE AND HIGH SCHOOL PROGRAMS OPEN TO WASHINGTON STUDENTS STATEWIDE

Hollywood, FL, June 26, 2008—Kaplan Virtual Education today announced the launch of its virtual public school in Washington—Kaplan Academy of Washington—which will serve middle and high school students throughout the state starting this fall. The Kaplan Academy of Washington, a tuition-free public school, will offer students a variety of courses supported by flexible scheduling, individualized instruction and relevant, engaging curriculum. It will operate in partnership with the Stevenson-Carson School District located in the Columbia River Gorge, 40 miles east of the Portland/Vancouver metropolitan area.

"Kaplan Academy of Washington is excited to offer middle and high school students the flexibility and convenience of attending an online school whose programs have the same quality and rigor commonly associated with its parent company Kaplan, Inc., which has been helping students achieve academic success for 70 years," said Charles Thornburgh, the President of Kaplan Virtual Education, which operates the Kaplan Academy of Washington.

Students will be able to access their coursework and class discussions from virtually anywhere at any time as long as there is an Internet connection. The courses will be embedded with audio, video and other engaging teaching tools. Certified teachers will use white boards—the equivalent of a real-time online blackboard—to demonstrate course work, and will be available to answer student questions via telephone, instant message and email. The school's courses will be designed to cater to different skill levels, facilitate learning and keep students motivated.

"I am excited to enter the world of virtual education and to do so with a quality partner like Kaplan Virtual Education," said Dr. William Hundley, Superintendent of the Stevenson-Carson School District. "Families have an increasing degree of choices when it comes to educational services for their children. It is critical that those choices are of the highest quality. We are confident that the Kaplan Academy of Washington will be the leader in the field."

Kaplan Academy high school students will have the opportunity to select from more than 80 core, honors and Advanced Placement courses. Middle school students will also have access to more than 30 courses. The tuition-free public school is open to all qualified Washington students. To learn more about the Kaplan Academy of Washington, visit www.kaplanacademy.com/washington.

Kaplan Academy of Washington is part of Kaplan Virtual Education, which is accredited by the Commission on International and Trans-Regional Accreditation (CITA). Kaplan Virtual Education,

which was established in 2007, is part of Kaplan Higher Education, which is owned by Kaplan, Inc., a global educational services provider founded in 1938.

About Stevenson-Carson School District

The Stevenson-Carson School District's motto is "Children First." While not a unique motto, the commitment and sincerity of the staff is genuine. Serving approximately 1,000 students K-12, building and class sizes are small, providing an exceptional opportunity for a personalized educational program for each student. With the small class sizes, specialized staff, and a clear instructional focus, students realize the maximum opportunity to succeed. In addition to an excellent instructional program, students choose from a complement of extra curricular offerings. Stevenson-Carson School District's highest priorities are instructional with a clear focus to improve student reading performance. The commitment to consistent curriculum review and use of proven result-driven programs is a cornerstone of the commitment to place students first. The District has established a reputation regionally and statewide as "progressive" and "on the cutting edge." The Stevenson-Carson School District has been a leader in innovation for years. From its Response-To-Intervention program, which was recently awarded a major state grant, to its creative program for talented and gifted students, Stevenson-Carson School District has often been a path breaker in adopting inventive strategies to improve student learning.

About Kaplan Virtual Education

Kaplan Virtual Education's private schools include Kaplan College Preparatory School (www.kaplancollegepreparatory.com) and Kaplan University High School (www.kuhighschool.com). Kaplan Virtual Education also operates online public high schools including Kaplan Academy of Colorado (www.kaplanacademy.com/colorado) and Kaplan Academy of Oregon (www.kaplanacademy.com/oregon). Curriculum for the schools is primarily developed internally by Kaplan Virtual Education's curriculum experts. These courses are also licensed by online high school programs around the country. For information on Kaplan Virtual Education and its various schools and programs, visit www.kaplanvirtualeducation.com.

Kaplan Virtual Education is part of Kaplan Higher Education, which serves 80,000 students online and through 70 campus-based schools across the United States and in Europe. Online post-secondary education is offered through Kaplan University and Concord Law School of Kaplan University. Kaplan Higher Education schools offer a spectrum of academic opportunities, from high school diplomas to graduate and professional degrees, including a Juris Doctor degree. Kaplan Higher Education is part of Kaplan, Inc., a subsidiary of The Washington Post Company (NYSE: WPO). For more information, visit www.kaplan.com.