

MARIC COLLEGE CHANGES NAME TO KAPLAN COLLEGE
Name Change Affects 11 California Campuses

SACRAMENTO, Calif., Sept. 22, 2008—More than 6,500 California college students will have a new name on their college diplomas: [Kaplan College](#). As part of a broader rebranding strategy, [Kaplan Higher Education](#) has renamed all 11 of its California campuses as Kaplan College, making this the company's largest simultaneous renaming to date.

"We are proud to extend the Kaplan name to our California campuses," said Jeff Conlon, president of Kaplan Higher Education. "California is an important market for us, and we are committed to offering educational opportunities in some of the most in-demand employment fields in the state."

Formerly known as Maric College, the campuses; located in Sacramento, Stockton, Modesto, Fresno, Bakersfield, North Hollywood, Panorama City, Riverside, Palm Springs, San Diego and Vista; will each host a ceremony this week to celebrate the new name. Highlights will include a ribbon cutting or sign reveal and remarks from the campus president, Kaplan Higher Education executives and local officials.

By changing its name to Kaplan College, the schools are formally recognized as being part of the [Kaplan, Inc.](#) family. Kaplan is a global provider of for-profit education services, and its name reflects a long-standing reputation for excellence. By renaming its campuses, Kaplan has set out to build a leading brand that can be leveraged across the United States. Through its high-quality curriculum, career-focused programs and hands-on training, Kaplan students across California—and the nation—are better equipped to achieve their educational and career goals.

Kaplan College has been serving the state of California since 1976. The campuses currently offer associate degree, diploma and certificate programs. Areas of study include criminal justice, allied health, legal studies, nursing and information technology. For more information, please see www.kaplancollege.com.

About Kaplan Higher Education

Kaplan College is part of Kaplan Higher Education, which serves 80,000 students through more than 70 campus-based schools across the United States and in Europe. It also has online programs through Kaplan Virtual Education, 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.kaplancollege.com.

Press contacts:

Michele Mazur
312-519-0860

Caitlin Tridle
312-550-8340