



FOR IMMEDIATE RELEASE

June 25, 2007

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Hobsons U.S. Acquires Naviance

***Acquisition facilitates comprehensive support
of educators and students***

CINCINNATI – **Hobsons U.S.**, the leader in elevating colleges' and universities' enrollment strategies, has acquired **Naviance**, the leading provider of planning and advising systems for secondary schools. With innovative educational products and services, Hobsons U.S. will now reach the education community from K-12 to higher education and beyond.

"We're joining two trusted education services companies to create one company committed solely to advancing access to education," said Craig Heldman, president of Hobsons U.S. "As a result, educators, students and parents will understand better how to develop a personalized educational path that will help students meet their individual goals."

Both Hobsons U.S. and Naviance have been dedicated to the needs of education professionals and their students throughout the companies' histories, a commitment that will continue. WorkspaceK12 from Naviance provides the tools school counselors need to assist students in selecting courses, evaluating careers, and identifying college options.

Hobsons U.S. publishes a variety of college preparatory publications and Web sites including CollegeView.com, the most complete college search Web site. The company also produces powerful enrollment management technology. Ultimately, Hobsons helps educators provide students with better access to the information they need to make informed decisions about their college education.

Together, Hobsons and Naviance will deliver a comprehensive service supporting college readiness, college admissions and college success.

"Hobsons and Naviance have similar philosophies to advancing education, similar approaches to working with the education community and similar product offerings to help

educators do their jobs more effectively and efficiently," said Stephen M. Smith, chief executive officer of Naviance. "Joining our companies will allow us to support the efforts of K-12 schools and higher education institutions to increase opportunities for all students."

Naviance will operate as a division within Hobsons, continuing to offer its current lineup of products and services. Stephen Smith will continue as CEO of Naviance. This acquisition will offer the opportunity to improve both Hobsons and Naviance products, providing additional tools that allow colleges and high schools to better communicate the needs of each to the other.

Terms of the transaction, which was finalized on June 25, 2007, were not disclosed.

About Hobsons

Headquartered in Cincinnati, Ohio, Hobsons U.S. partners with colleges and universities to enhance and empower institutions' enrollment and admissions efforts. Through domestic, international, and graduate publishing products for students, as well as Web sites & enrollment technology solutions for schools, Hobsons U.S. helps colleges and universities to elevate their enrollment strategies efficiently, effectively, and easily. Hobsons U.S. is the U.S. division of Hobsons Global, which is the leading provider of global education and careers information, services, and research. For more information, please visit us at www.hobsons.com/us.

About Naviance

Naviance is the leading provider of Web-based academic planning and advising systems for schools. The Naviance Network includes more than 25,000 educators and counselors serving nearly 2.4 million students in 42 countries who use WorkspaceK12 to support their comprehensive counseling programs. For more information, visit www.naviance.com.

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