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Hobsons Acquires AY Recruiting Solutions

Acquisition creates a technology suite that streamlines application process for college administrators and students

CINCINNATI – **Hobsons**, a company that aids colleges and universities in elevating their enrollment strategies, has acquired **AY Recruiting Solutions**, a company that assists institutions in recruiting students with powerful application technology. Together, Hobsons and AY will deliver an unmatched line of recruitment, admissions, and enrollment management products to the higher education industry.

The acquisition will create the largest enrollment management company serving higher education in terms of the size of its client roster, the number of student records and applications processed and the number of students served. More than half of undergraduate and graduate higher education programs in the U.S. will now use a Hobsons product to manage their overall marketing, recruitment, admissions and enrollment efforts. Nearly 1.4 million applications were processed through AY's system last academic year, and that number is expected to jump with the expected increase of students graduating from high school in coming years. Applications to graduate programs are also on the rise. Add to that Hobsons Naviance Network of more than 25,000 high school counselors who advise more than 2.4 million students in 42 countries, and Hobsons is an education company that impacts nearly every aspect of the college enrollment process.

"This acquisition solidifies Hobsons' leadership position," said Craig Heldman, president of Hobsons U.S. "Education is our passion, and we're excited about helping schools effectively interact with more students than ever."

The integration of Hobsons' Enrollment Management Technology (EMT) solutions with AY's i-Class technology unifies the disconnected admissions process like never before. Schools can now turn to Hobsons for all of their admissions and enrollment management needs, whether it's electronic communication tools, data management and access, online applications or

telecounseling services. Hobsons' technology provides all the tools necessary to effectively communicate with students and ensure they apply and ultimately enroll.

"Admissions officers and enrollment managers face a dynamic marketplace of students and student data. When and where students gather information about college and what they ultimately do with that information is constantly changing—it's hard for even the most technologically savvy admissions counselor to keep up," said Paul Freedman, managing director of Hobsons EMT division. "We have supported hundreds of schools' enrollment strategies, so we understand their challenges and what ultimately works."

Products Merge for Comprehensive Solution

AY's i-Class product suite, including its industry-leading application technology, will be integrated with Hobsons EMT product suite to create a more powerful, complete technology system for institutions that want to manage the student recruitment, application, admittance, enrollment and retention processes. The resulting software is the only solution built for the higher education market that helps administrators manage every step of the student application and enrollment cycle.

"Hobsons and AY provide complementary products with the best technology and service in the higher education market," said Leonard A. Metheny, Jr., AY Recruiting Solutions president and CEO. "Together we have the opportunity to build an improved product line with expanded features, giving our clients a comprehensive answer to all their enrollment management needs."

In addition to its i-Class recruiting and admissions software, AY's Software Services division is the technology provider for the Common Application, the non-profit organization that streamlines the admissions process for prospective students with a single application. AY Software Services will continue to function as it currently does with no changes to the way it manages the needs of the Common Application member schools.

Terms of the transaction, which was finalized on September 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 and enrollment technology solutions for schools, Hobsons 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 www.hobsons.com/us.

About AY Recruiting Solutions

Founded in 1992, AY Recruiting Solutions provides universities, corporations, non-profit organizations, and government agencies a complete suite of services to meet the needs of recruitment professionals. Combining technology expertise with proven recruitment and enrollment management strategies, AY Recruiting Solutions delivers all the resources necessary for the entire recruitment process from first contact through to enrollment. The company is based in Fairfax, Va. For more information, please visit www.ayrecruiting.com.

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