

FOR IMMEDIATE RELEASE:

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Philander Smith President Embraces EDU, Inc. Technology to Recruit Students.

Little Rock, AK -- April 12, 2006 -- At 39 years old, Dr. Walter Kimbrough is currently the youngest black college president in the nation and is poised to make Philander Smith College a nationally recognized institution.

Philander Smith is partnering with EDU, Inc., an Atlanta based company most known for the Common Black College Application. EDU, Inc. has developed a technology that allows students to submit one application, a transcript and test scores to the 31 black colleges that currently participate in the program. Admissions Counselors and College Administrators from all of the participating schools can access student records in a matter of minutes after being submitted and make enrollment decisions.

Dr. Kimbrough says, "I immediately recognized the potential of this technology. EDU, Inc.'s system allows me to sit in my office and view thousands of students' credentials. Ultimately I can offer them admission and depending on their credentials, scholarships via e-mail. All I need is the opportunity to recruit a student. This system provides that access."

As part of the Fall 2006 launch of the GET EDUcated! campaign, EDU, Inc. is planning to extend the lecture series Dr. Kimbrough began on his campus called "Bless the Mic". Dr. Kimbrough and EDU, Inc. will go on a 30-city tour, visiting high schools and talking to students about the advantages of attending HBCUs.

"We are extremely excited to be working with Dr. Kimbrough. He clearly understands the impact he'll have on prospective students as a college president. Students rarely get the opportunity to speak to the president of a college, even once they are enrolled. His unprecedented vision coupled with EDU, Inc.'s technology will certainly have a great impact on Philander Smith's enrollment numbers," says Robert Mason, President of EDU, Inc.

About Dr. Walter Kimbrough

Dr. Kimbrough earned a Doctor of Philosophy Degree in Higher Education from Georgia State University in 1996. He is an active member of several higher education organizations and has forged a national reputation as an expert on historically Black fraternities and sororities.

About EDU, Inc.

EDU, Inc. was established in 1996 in an effort to augment the recruiting and marketing efforts of HBCUs. The company is most known for Common Black College Application. To date more 20,000 students have used the EDU, Inc. Application. By partnering with companies including Kaplan K12 and several high schools and urban school districts across the nation, EDU, Inc. is helping counselors, students and parents filter through the college admissions and financial aid processes.