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Hobsons and Young Money Enter Strategic Partnership

CINCINNATI (October 13, 2008) Hobsons, a key provider of comprehensive enrollment management solutions for universities and colleges, today announced a new partnership with Young Money, the leading magazine for college students and young adults on money management, careers, investing, financial aid, credit and debt. Through this partnership, Hobsons will develop *Hobsons Gradview: Your Guide to Graduate Programs in the U.S.*, featuring graduate school information, editorials, and profiles to include in each regionally based, bi-monthly issue of their high circulation print magazine. The supplement will be a natural extension of Hobsons' graduate recruitment Web site, GradView.com.

"Through this partnership, Hobsons and Young Money will connect higher education institutions and potential graduate students, ultimately helping schools and students find the perfect match. Through *Young Money's* broad reach, Hobsons will continue to offer graduate schools, already served by GradView.com, the opportunity to reach a uniquely motivated demographic of students," said Jeremy Cooper, Managing Director IMS, Hobsons. "We're pleased to have this opportunity to work with such a motivated and successful publication."

"Young Money is very excited for this opportunity to partner with Hobsons. We're looking forward to a successful relationship due in large part to Hobsons' tremendous energy and integrity," said Ben Levy, Young Money.

The initial partnership between Hobsons and Young Money entails *Hobsons Gradview: Your Guide to Graduate Programs in the U.S.* inserted in five published issues of *Young Money* during 2008 and 2009, which include the December/January, February/March, April/May, June/July and August/September issues. *Young Money* currently distributes four regional

versions which are read on over 350 campuses across the country. Each of the regional issues has an unmatched circulation of 75,000, all of which will include the Hobsons supplement. Through this partnership, prospective graduate students will have the opportunity to explore content on money management issues, graduate programs, life style issues, and entrepreneurship, all in one resource on www.youngmoney.com.

About Hobsons

Headquartered in Cincinnati, Ohio, Hobsons U.S. has partnered 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 North American 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-us.com.

About Young Money

YOUNG MONEY® was launched in 1999 to change the way young adults earn, manage, invest and spend money. As a leading national money, business and lifestyle magazine written primarily by student journalists, YOUNG MONEY specifically focuses on money management, entrepreneurship, careers, investing, technology, travel, entertainment and automotive topics.

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