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Hobsons Announces Massachusetts College and Career Web Portal

CollegeView on Massachusetts offers free, online resources for students statewide

CINCINNATI (June 4, 2009) Helping each student reach his or her full potential is one of society's most crucial obligations. To achieve that end, Hobsons is pleased to introduce *CollegeView on Massachusetts*, a new state-wide college and career portal for Massachusetts that will help students maximize their potential and promote college and workplace readiness across the state. *CollegeView on Massachusetts* is the only college and career portal that's enhanced by Naviance, the premier platform for course, college, and career advising, which is used by nearly half of the state's high schools. And, it's part of Hobsons' network of Web sites, which receives an average of more than 3.8 million page views every month.

"This new portal will offer essential access to college and career information to every student across the state," said Nicole Horton, guidance counselor at Massachusetts' Holyoke High School. "Resources like *CollegeView on Massachusetts* represent a much-needed ongoing investment in our youth—their preparation and readiness for post-secondary opportunities helps produce a well-educated workforce that will allow Massachusetts to compete and prosper in today's global economy."

With *CollegeView on Massachusetts*, students can tap into comprehensive data about colleges and universities, explore career options, and find other post-secondary planning information. Hobsons is proud to offer *CollegeView on Massachusetts* as a public service to all Massachusetts citizens at no cost to the state or its residents.

"With an increasingly competitive college environment, it's important that every Massachusetts student has access to the best resources available to make college and career decisions," said Jeremy Cooper, IMS managing director, Hobsons. "*CollegeView on Massachusetts* is just one part of Hobsons' comprehensive service offering for students, families, schools, and universities that empowers educational opportunity."

CollegeView on Massachusetts is a terrific starting point for students, parents, and schools with a wide array of up-to-date information. And, for schools and districts that want to provide the richest available resources to foster college and workplace readiness, Hobsons offers an easy upgrade path from *CollegeView on Massachusetts* to Naviance – the premier platform to promote student success. Naviance builds on the capabilities of *CollegeView on Massachusetts* with extensive tools that help students build individualized learning plans.

CollegeView on Massachusetts is now available at <http://ma.collegeview.com>.

About Hobsons

Headquartered in Cincinnati, OH, Hobsons supports education professionals in the preparation, recruitment, management, and advancement of students. With secondary school solutions, integrated marketing tools, enrollment management technology, and retention solutions, Hobsons provides innovative solutions that make it easy to help students make the best decisions throughout the entire education lifecycle. For more information, visit www.hobsons.com.

About Naviance

Naviance, a Hobsons company, is the leading provider of planning and advising systems for secondary schools. More than 40,000 educators and counselors serving more than 4 million students in schools across the United States and in 71 other countries use Naviance products to manage academic and post-secondary advising, communicate with students and families, and analyze data. For more information, visit www.naviance.com.

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