

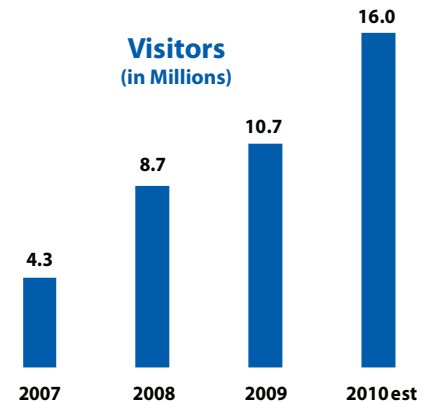
A Leader in Student Marketing

Edvisors offers a unique advertising channel for companies to market their products and services to the much sought after high school and college student demographic. Our network of sites connects our student community to education-related information such as college admissions advice, financial aid and credit products, scholarships and grants, and other relevant products and services.

Edvisors is positioned at the online intersection of education, financial services and the 16-24 year old demographic. Our content rich websites, blogs and forums will receive more than 16 million visitors in 2010 and generate over 1 million new leads.

Unmatched Quality Traffic

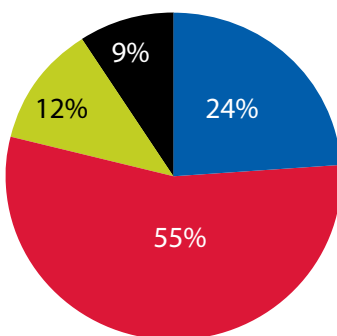
Our traffic is predominantly organic coming from unpaid listings at search engines, directories, college and university websites, and other education related sites. Search for education, scholarship and student loan keywords and one or more of our sites will likely be among the top listings. The high quality of our data file is due in part to the fact that students and parents are actively searching for our products and services.



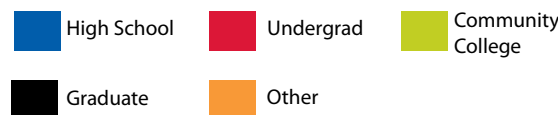
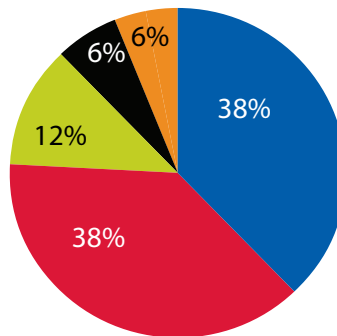
Website Visitor Information & Database Demographics

- Database consists of opt-in high school students, college students, and parents collected from 30+ admissions, scholarship, and student loan websites.
- According to Quantcast, our network traffic places us in the top 3,400 websites overall and within the top 182 Education sites with a high proportion of 18-24 year olds.¹
- 40% of our database returns to engage with a second product or service, confirming data initially provided.
- Comprehensive hygiene practices and Sender Score certification support our commitment to data quality.

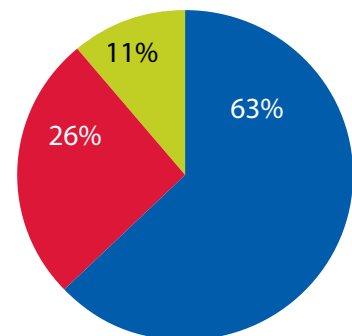
AGE



DEGREE TYPE



COLLEGE TYPE



Source: Edvisors internal database; ¹ December 2009



Count of Data Fields

	One Month Hotline		Complete Database	
New and Updated Records	162,275	100%	1,822,506	100%
New Records	137,464	85%		
Name	162,275	100%	1,822,506	100%
Email	162,275	100%	1,822,506	100%
Postal Address	161,889	99%	1,440,732	79%
Phone Number	118,540	73%	862,157	47%
Date of Birth	152,200	94%	1,168,176	64%
Gender	93,946	58%	1,244,118	68%
School Name and State ¹	157,615	97%	1,478,994	81%
School Type: Public, Not-For-Profit, For-Profit	137,914	85%	1,304,068	72%
Degree	148,408	91%	1,342,388	74%
High School	63,366	39%	171,052	9%
2-Year	15,191	9%	156,389	8%
4-Year	57,880	36%	776,668	43%
Graduate	6,616	4%	109,422	5%
Continuing Education and Other	5,355	3%	110,700	6%
Grade Level: Freshman, Sophomore, etc.	130,419	80%	1,037,482	57%
Major/Field of Study ¹	112,813	70%	473,920	26%
GPA ²	5,294	3%	5,294	.2%
Intended Graduation Date ²	5,220	3%	5,220	.2%
Highest Degree Considering ²	5,289	3%	5,289	.2%
Interest in Military ²	371	.2%	371	.02%
Ethnicity ²	4,931	3%	4,931	.2%
Test Scores (HS Only) ²	1,947	1%	1,947	.1%
Type of College to Attend (HS Only) ²	3,126	2%	3,126	.1%
Enrollment Status (College Only) ²	2,162	1%	2,162	.1%
Interest in Graduate School (College Only) ²	1,747	1%	1,747	.09%
Marital Status (College Only) ²	2,166	1%	2,166	.1%
Is a Parent of Student	4,624	3%	90,968	5%
Expressed Interest in Scholarships	112,379	69%	679,524	37%
Expressed Interest in Financial Aid	62,427	38%	1,295,543	71%

Notes: Counts reflect the date of last interaction with Edvisors; other data available via overlay with Experian; ¹ Intended college and major collected for high school students. ² New fields as of January 2010

Data as of January 31, 2010