



SMARTHINKING Inks Deal Benefiting New Jersey Public Higher Education *New Jersey Institutions Join Together To Provide Online Support For Students*

WASHINGTON, D.C., June 8, 2009 – SMARTHINKING, Inc. (www.smarthinking.com), the market leader in providing online tutoring and academic support to students, has announced the creation of the New Jersey Public Higher Education/SMARTHINKING Buying Group, an initiative to provide its service to students across the state. The New Jersey Public Higher Education/SMARTHINKING Buying Group, facilitated by Dr. Henry van Zyl, Vice Provost of Directed Independent Adult Learning at Thomas Edison State College, provides a streamlined and cost-effective opportunity to all public two-year and four-year higher education institutions in the state. This agreement is the ninth statewide deal for SMARTHINKING.

SMARTHINKING currently partners with several of the state's higher education institutions, including Thomas Edison State College, Bergen Community College and Raritan Valley Community College, to provide supplemental tutoring to both on-campus and online students, as well as expand the schools' ability to meet their students' needs for academic assistance outside the classroom. To date, SMARTHINKING has provided more than 22,500 one-on-one tutoring sessions for students in New Jersey. This agreement will allow additional New Jersey institutions to implement the online tutoring and academic support services at a more cost-effective rate. For more information about SMARTHINKING, visit www.smarthinking.com.

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News Facts:

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Quotes:

"This expanded relationship with SMARTHINKING provides a great opportunity for our campus and all higher education institutions throughout New Jersey," said Dr. van Zyl. "Participation in the Buying Group supports our extensive use of SMARTHINKING's exceptional service and enables us to help students obtain the academic support they need around the clock."

“SMARTHINKING is an excellent resource that complements our existing tutoring services at Raritan Valley Community College by providing expert support after hours and in disciplines that are not covered by our staff,” said Lori Petrozzello-Karn, director of Academic Services and Title III Student Support Specialist at Raritan Valley Community College. “It is a pleasure working with the SMARTHINKING sales and support team and I appreciate how the implementation requires minimal oversight by our faculty and administration allowing us to focus on other issues.”

“We are proud to begin our ninth statewide deal with the New Jersey Public Higher Education/SMARTHINKING Buying Group,” said Kathy Clark, CEO of SMARTHINKING. “It is exciting when our customers see such a value in our product that they find a way to make it a cost-effective opportunity for all of the higher education institutions in their state. We feel this speaks volumes to the exceptional work that our team does to support higher education. Their expertise combined with our technology is unparalleled at this level.”

“Bergen Community College implemented SMARTHINKING's services in 2002 to expand upon the help provided by our Learning Assistance Center. The combination of the two provides our students with around the clock support,” said Khairia Fazal, director of Learning Assistance Services at Bergen Community College. “Today's student expects and embraces online options, including tutoring, and the flexibility it provides. We are pleased to be able to continue to provide SMARTHINKING's service to students and hope this agreement allows more colleges to do the same.”

About SMARTHINKING:

SMARTHINKING is the market leader in providing online tutoring and academic support to students. Its services were honored with the Software & Information Industry Association (SIIA) CODiE award for Best Instruction Solution for Students at Home. Schools, colleges, universities, libraries, government agencies, textbook publishers and other education providers partner with SMARTHINKING to increase student achievement and enhance learning. SMARTHINKING connects students to e-structor®-certified tutors for assistance in math, writing, science and business, up to 24/7, on any Internet connected computer. SMARTHINKING's corporate office is located in Washington, D.C. For more information, visit www.smarthinking.com.

Keywords:

SMARTHINKING, Burck Smith, Online Education, Online Tutoring, Education Technology, Online Academic Support, E-structor, e-structor®, e-scholars, McGraw-Hill, Blackboard, Whiteboard, Online Learning, Kathy Clark, New Jersey Public Higher Education, New Jersey Public Higher Education/SMARTHINKING Buying Group, Dr. Henry van Zyl, Thomas Edison State College, Raritan Valley Community College, Lori Petrozzello-Karn, Khairia Fazal, Bergen Community College

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