



Media Contacts:

Patty Briguglio
MMI Associates, Inc.
(919) 233-6600
(919) 233-0300 (fax)
patty@mmimarketing.com

Matt Vaughan
MMI Associates, Inc.
(919) 233-6600
(919) 233-0300 (fax)
matt@mmimarketing.com

SMARTHINKING Announces Beta Launch Of StraighterLine Program
*Leading Online Educator Launches New Internet Option
For Required College Courses*

WASHINGTON D.C. – SMARTHINKING, Inc. (www.smarthinking.com), an award-winning market leader in providing online tutoring and academic support to students, has formally announced the launch of its new online education division, StraighterLine. Launched on May 15, 2008, StraighterLine provides students a high quality, better supported, and lower cost online solution to obtaining college credits through regionally accredited colleges and universities. The new division will focus on the following entry-level curriculum courses: College Algebra, English Composition, Economics 101 and Accounting 101.

Courses completed through the StraighterLine program can be awarded college credit by regionally accredited partner colleges. Student-earned credits may also be transferred to non-partner colleges that recognize the StraighterLine's partner's courses as equivalent programs. The key features for the StraighterLine program are as follows:

- **Affordability** – StraighterLine courses cost less than a comparable course at a traditional college or university.
- **Individualized and Live Academic Support** – StraighterLine represents the only online education source providing up to 24/7 on-demand instructional guidance. The program leverages SMARTHINKING's online tutors, which to date have provided more than 1 million tutoring sessions to college students.
- **Flexibility** – Courses have no fixed start or due dates and can be completed at each individual student's pace.

Additional program details can be found at www.straighterline.com.

Related Links:

www.smarthinking.com
www.straighterline.com

Quotes:

"We are proud to announce the new StraighterLine division," said Burck Smith, CEO and co-founder of SMARTHINKING. "StraighterLine has the opportunity to completely transform the cost structure and overall approach to higher education."

About StraighterLine:

StraighterLine provides students with a new online option for obtaining required college credits from accredited colleges and universities. StraighterLine's affordable courses are the first to

include up to 24/7 live, on-demand instruction. StraighterLine offers entry-level college courses including College Algebra, English Composition, Economics 101 and Accounting 101, with many more under development. StraighterLine students may choose to receive credit from StraighterLine's regionally accredited partner colleges. Student-earned credits may also be transferable to non-partner colleges that recognize StraighterLine's partner's courses as equivalent programs. There are no set due dates for StraighterLine courses. Students may start and stop at any point with up to six months of access. For more information, visit www.straighterline.com or call 202-507-7020 or 1-877-str8erline (1-877-787-8375).

About SMARTHINKING:

SMARTHINKING, based in Washington, D.C., is an award-winning, market leader in providing online tutoring and academic support to students. 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 at anytime, from any Internet connection. SMARTHINKING currently works with over 500 school clients and businesses, including the U.S. Army, Capella University, University of Texas Telecampus, and Houghton Mifflin. Our unique standing in the e-learning market has allowed us to attract an outstanding management team and staff of over 700 professionals and educators. For more information, visit www.smarthinking.com

Tags:

SMARTHINKING, StraighterLine, Ryan Busch, Burck Smith, Online Education, Online Tutoring, Education Technology, Online Academic Support, E-structor, e-Scholars, McGraw-Hill, Blackboard, Whiteboard, Online Learning, College Accreditation

Patty Briguglio
MMI Associates, Inc.
919-233-6600
patty@mmimarketing.com
PR Firms Raleigh, NC