



**SMARTHINKING Names Independent Sales Director**  
*Sebastian ten Holter Joins Online Tutorial Service's European Representation*

WASHINGTON, D.C., February 20, 2009 – SMARTHINKING, Inc. ([www.smarthinking.com](http://www.smarthinking.com)), the market leader in providing online tutoring and academic support to students, has announced that RegionExpert has been appointed as the partner for the company's European representation. As an entrepreneur and leader in the field of educational technologies, Sebastian (Bas) ten Holter and his team will bring SMARTHINKING to educational institutions in Europe, Africa and the Middle East.

RegionExpert specializes in bringing innovative, software-as-a-service enabled solutions to education institutions in Europe, the Middle East and Africa.

Independent research proves that SMARTHINKING's proprietary online tutoring service increases student achievement and helps improve student retention. More than 1,000 universities, colleges and schools turn to SMARTHINKING for the best on-demand, online tutoring. Research shows that by deploying the SMARTHINKING service, the overall student experience improves which is an increasingly important competitive element for schools, colleges and universities that want to become, or remain, leaders in their field. For more information on the company, visit [www.smarthinking.com](http://www.smarthinking.com).

**Related Links:**

[www.smarthinking.com](http://www.smarthinking.com)  
[www.regionexpert.com](http://www.regionexpert.com)  
[www.mmimarketing.com](http://www.mmimarketing.com)

**News Facts:**

- SMARTHINKING, Inc. ([www.smarthinking.com](http://www.smarthinking.com)), the market leader in providing online tutoring and academic support to students, has announced that RegionExpert has been named partner for the company's European representation.
- RegionExpert is led by Sebastian (Bas) ten Holter, an experienced thought leader in the field of educational information technology
- RegionExpert will be responsible for expanding SMARTHINKING's presence in Europe, Africa and the Middle East.
- Independent research proves that SMARTHINKING's proprietary online tutoring service increases student achievement and helps improve student retention.
- More than 1,000 universities, colleges and schools turn to SMARTHINKING for the best on-demand, online tutoring.

**Quotes:**

"We are pleased to have Bas join our SMARTHINKING team," said Chuck Kleiner, vice president of sales and marketing for SMARTHINKING. "His experience and background in the field of educational technology is exceptional. With Bas's expertise, we look forward to seeing great things happen with SMARTHINKING in Europe, Africa and the Middle East."

Commenting on this agreement, Bas ten Holter stated, "Educational institutions across the world are competing for students, educators and researchers. After implementing back-office systems that automate remedial tasks they are now ready to implement solutions that transform the institution and improve student and staff experience. By offering 24/7 online tutoring to their

students, institutions signal that the student experience is at the heart of their operations. At RegionExpert we are proud and excited to be part of SMARTHINKING's continued global growth with its innovative solutions.

**About SMARTHINKING:**

SMARTHINKING is the market leader in providing online tutoring and academic support to students. Their 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](http://www.smarthinking.com).

**About RegionExpert:**

Founded in 2006, RegionExpert brings new and innovative software solutions to educational institutions in Europe, the Middle East and Africa. Using the Software-as-a-Service model and focusing on value-add areas such as Student Recruitment, Student Retention, Management Information and Online Tutoring, the RegionExpert implementations have a real and direct impact on the results of educational institutions. No lengthy implementation, difficult installation or costly integration but a direct and positive impact on key performance elements that set institutions apart and help them to execute on their strategy. RegionExpert's headquarters are in Amsterdam, the Netherlands with offices in Montreal, Canada and London, United Kingdom..

**Keywords:**

SMARTHINKING, Burck Smith, Online Education, Online Tutoring, Education Technology, Online Academic Support, E-structor, e-structor®, Online Learning, Sales Director, Chuck Kleiner, Sebastian (Bas) ten Holter, RegionExpert Europe, Europe, Middle East, Africa

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