



SMARTHINKING Completes Review of One Millionth Essay
*Online Writing Lab of Online Tutoring Market Leader
Reviews Its Millionth Essay*

WASHINGTON, D.C., March 6, 2009 – SMARTHINKING, Inc. (www.smarthinking.com), the market leader in providing online tutoring and academic support to students, has announced that the online writing lab has evaluated its 1 millionth student-submitted essay. The online writing lab provided by SMARTHINKING's Web site is staffed with professional online writing tutors and helps students at secondary, post-secondary and graduate levels become stronger writers.

Through the writing lab, students are able to submit assignments, such as essays, reports, personal statements, resumes or creative stories 24 hours a day, seven days a week and receive a personalized critique from a qualified tutor.

SMARTHINKING provides other services on its Web site such as virtual face-to-face tutoring, essay grading assistance for writing, support for students learning English as a second language and custom academic support programs. Its unique standing in the e-learning market has allowed SMARTHINKING to attract more than 500 client schools and businesses, including the U.S. Army and Houghton Mifflin. For more information, visit www.smarthinking.com.

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Quotes:

"It used to be that 100 essays made for one crazy day in the online essay center. Now, reviewing 1,000-1,500 essays daily is the norm," said Dr. Allyson Fetterhoff, SMARTHINKING writing director. "The most rewarding part of reaching the 1 millionth essay mark is knowing that our

tutors have helped students develop better essays and become better writers with expanded understanding of the writing process overall.”

“At the end of each day, I feel like I have helped students to better understand writing traits that they can apply to almost any writing task,” said one SMARTHINKING tutor. “Because we are not grading the students' work and because we make students do the heavy lifting, we tutors are in a unique position to motivate students in an intrinsic and personal way.”

“We are gratified to see the online writing lab review its millionth essay,” said SMARTHINKING CEO Burck Smith. “As SMARTHINKING moves forward, we hope students continue to take advantage of the opportunities and resources we are able to provide.”

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. StraighterLine, a division of SMARTHINKING, provides students with a new online option for obtaining required college credits from accredited colleges and universities. 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, College Accreditation, Software & Information Industry Association (SIIA), CODiE award, StraighterLine, online writing lab

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