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Admissions Lab Selected as "Hobsons Choice" Technology Partner for Enrollment Management Dashboard-Reporting

Hobsons and Admissions Lab partner to provide tool for monitoring and reporting on key enrollment performance indicators

February 2006—Hobsons today announced that it has selected Admissions Lab as its "Hobsons-Choice" preferred vendor in the dashboard-reporting category. As a "Hobsons Choice" partner, Admissions Lab will be the primary Hobsons-endorsed tool for colleges and universities seeking a method of efficiently processing data from multiple sources, such as recruitment databases and student information systems, and identifying patterns, trends, and relationships that impact the institution's enrollment success.

Admissions Lab's application will provide colleges and universities purchasing the EMT Connect contact management and communication system from Hobsons with a method of more quickly and effectively viewing and assessing their enrollment data on a daily basis. Dubbed the Connect Dashboard, powered by Admissions Lab, this tool will provide a visual representation of the data contained within the institution's EMT Connect recruitment database, allowing enrollment managers to identify systematic relationships between sets of key performance indicators. This graphical reporting capability will help institutions to uncover factors that drive successful performance at each decision point throughout the recruitment and enrollment cycle.

The Connect Dashboard, powered by Admissions Lab, will also provide EMT Connect clients with a more effective method of providing snapshots on enrollment activity and success to upper-level administration.

Hobsons has selected Admissions Lab as its "Hobsons Choice" partner in the dashboard reporting category due to its extensive level of experience serving the higher education market and its complementary functionality with the Hobsons EMT Connect product.

"The partnership between Hobsons EMT and Admissions Lab will provide enhanced ability for EMT Connect clients to process and act on the volumes of information that funnel through the recruitment office," said Paul Freedman, Managing Director of Hobsons EMT. "The Connect Dashboard, powered by Admissions Lab, will assist colleges and universities in the continual quest to gauge success and challenges earlier in the recruitment cycle, and continually monitor the return on investment in enrollment-related activities."

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"Reporting and analysis are two of the most critical components of a successful enrollment management operation," noted Douglas Wofford, President and Chief Executive Officer of 422 Group, the parent company of Admissions Lab. "The Connect Dashboard, powered by Admissions Lab, is designed specifically to monitor progress toward a range of enrollment goals and proactively alert enrollment managers about possible problems while there is still time to take corrective action."

The "Hobsons Choice" Partnership Program was designed to establish a network of companies and organizations with offerings that complement existing Hobsons recruitment and technology solutions so as to expand the services available to the company's client base of more than 1,000 institutions.

Institutions interested in learning more about the Connect Dashboard, powered by Admissions Lab, may contact Theresa Pacella, National Sales Director, at (800) 927-8439, ext. 1885. Corporations interested in becoming a "Hobsons Choice" partner or learning more about Hobsons' partnership with Admissions Lab may contact Wayne Davis, EMT Business Development Manager, at (800) 927-8439, ext. 4173.

About Hobsons

Created in 1974, Hobsons is the single largest provider of global education and recruitment information, services, and research. Each year Hobsons' products and services help more than two million students and advisers in 160 countries find and select appropriate educational or employment opportunities. Headquartered in the United Kingdom, Hobsons also has offices in the United States, Australia, Germany, France, and Belgium. More students and young professionals use a Hobsons product or service to choose a university or career than any other company. Additional information is available at www.hobsons.com.

About Admissions Lab

Admissions Lab is a division of 422 Group LLC, an Atlanta-based technology and professional services company founded to help colleges and universities manage relationships more effectively. 422 Group professionals are among the most experienced product development people associated with relationship management today. They've developed and implemented enterprise-level CRM solutions, relationship management strategies, and market research services for the College Board, PeopleSoft and Sequitur Corporation in place at nearly 500 institutions in the U.S. and abroad. Through Admissions Lab, 422 Group is putting more than 100 years of professional experience to work building new enrollment management solutions that leverage information, drive communication and empower staff.

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