



\$2 Million in Project Working Mom Full-Ride College Scholarships Back By Overwhelming Demand

Hoboken, New Jersey (June 23, 2008)—eLearners.com, a web resource of EducationDynamics, today announced the launch of "Project Working Mom 2" (www.projectworkingmom.com), an advocacy campaign that provides working mothers the opportunity to receive a full-ride scholarship to online colleges and universities. The first \$2 million in scholarship funding, which was awarded around Mother's Day, attracted more than 50,000 applicants, prompting eLearners.com and five schools to offer another \$2 million in scholarships to working moms, in time for the back-to-school season. American Sentinel University, Ashford University, Capella University, Everest University and Penn Foster College have joined forces to help working moms overcome the obstacles of time, money and confidence and achieve their educational dreams. The deadline to apply for a scholarship at www.projectworkingmom.com is August 31.

"When we launched Project Working Mom, we had no idea that the need and aspiration of working moms to advance their education was so enormous," said Terrence Thomas, EVP Marketing Operations at EducationDynamics. "The sheer volume of the applicants and the heart wrenching essays demonstrated a national imperative to support working moms to better their lives and the lives of their families."

To help finance a college degree, in addition to the full-ride scholarships provided through Project Working Mom, eLearners.com provides a database with \$15 billion in scholarship opportunities. Visitors to www.projectworkingmom.com will also find a comprehensive interactive website with online education resources, profiles of working moms going to school online and a community of women sharing their experiences.

"In light of today's competitive job market, a college degree is more important than ever," continued Thomas. "Project Working Mom allows women to learn how online education can help them overcome the barriers of time, money and confidence to earn their degree. The site provides a wealth of information, quizzes and tips on how to succeed as an online student."

The full-ride college scholarships through Project Working Mom 2 are for online programs from the associate's to Ph.D. level at American Sentinel University, Ashford University, Capella University, Everest University or Penn Foster College. To apply for the scholarships, working moms submit a short application and an essay with their life, education and/or career goals, and explain how an online education will allow them to achieve those goals. The recipients will be announced in September.

About eLearners.com®

The eLearners.com website is one of several high visibility, high-quality prospecting tools offered by EducationDynamics, LLC. Since 1999, eLearners.com has been successfully connecting learners to online education, including online degree and certificate programs, specialized career training, and a variety of online courses. For prospective students, eLearners® provides a powerful search engine for users to find thousands of online program offerings, as well as educational evaluation tools and financial aid resources. For colleges and universities, the eLearners.com website offers a low-cost, performance-based method to provide national exposure and increase enrollments in their programs. For more information on eLearners.com, visit <http://www.elearners.com/>.

About EducationDynamics

EducationDynamics, a portfolio company of Halyard Capital, is the leading marketing and information services company dedicated to helping higher education institutions find, enroll and retain students. Its content-rich and highly visible education websites, including EarnMyDegree.com, elearners.com, GradSchools.com, StudyAbroad.com, and its more than 50 special interest microsites, make EducationDynamics the premier provider of qualified prospective students for colleges and universities. In addition, the company offers a full suite of web-delivered services proven to drive enrollment growth and reduce student attrition. For more information, visit <http://www.educationdynamics.com>.