

For Immediate Release

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EducationDynamics Announces New Intelligence to Decipher Supply and Demand Characteristics in the Online Education Market

The EducationDynamics eLearning Index offers crucial information to help institutions identify the preferences of online learners and evaluate the effectiveness of their respective program offerings

Hoboken, New Jersey (August 26, 2008)—EducationDynamics today released the 2007 eLearning Index, a tool designed to offer colleges and universities critical insight into trends in demand for online education. By identifying the supply and demand characteristics in [online education](#), EducationDynamics' exclusive research report allows schools to tailor program offerings to boost high-quality leads.

EducationDynamics aggregated the data from one of its premier websites, eLearners.com[®], which has been connecting learners to online education for nearly a decade. While eLearners.com offers an information-rich platform through which students can find appropriate online degree program offerings, the website also offers higher education institutions proprietary data to enhance their prospecting activities. By tracking activity on eLearners.com, EducationDynamics is able to measure the supply and demand of online education to determine which programs are hot, which are not and to identify the greatest opportunities in launching new online programs.

"With nearly one million unique visitors a month and more than seven years of mining data from prospective students visiting the site, eLearners.com is in the unique position to observe trends, demands and behavior of prospective online students," explains Steve Isaac, CEO of EducationDynamics. "As a result, we are able to gather broad demographic and psychographic data proven to help schools meet demand in areas of high student interest in online programs and increase the effectiveness of their prospecting initiatives."

The eLearning Index captures the current landscape of demand for online higher education, with specific emphasis in the following areas:

- Demographic qualities of those seeking to pursue online education;
- Key motivators for students pursuing an online degree;
- The most highly sought after degree programs;
- A comparison of relative performance by academic degree level; and
- States with higher and lower demand for online education.

For schools interested in exploring additional information gleaned by the 2007 eLearning Index, the report is now available on a paid subscription basis by contacting Howard Mandel at hmandel@educationdynamics.com or 201.377.3020. As part of the eLearning Index subscription package, institutional planners will receive two hours of an EducationDynamics analyst's time for a detailed and custom analysis of findings as they pertain to their specific institutional goals.

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>.

About eLearners.com®

The eLearners.com website is one of several high-visibility, high-quality websites operated by EducationDynamics. Since 1999, eLearners.com has been successfully connecting learners to online education, including online degrees and certificate programs, specialized career training, and a variety of online courses. For prospective students, eLearners.com 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>.