



Media Release

Wednesday, 20 February 2008

Kaplan Professional, the leading provider of financial services, tax and accounting and real estate education, launches in Australia

More than 250 education, corporate and industry leaders will gather in Sydney today (Wednesday 20 February 2008) for the official launch of Kaplan Professional into the Australian education market. Speaking at the event, IBISWorld Chairman Phil Ruthven emphasised that the Australian education landscape must keep pace with the changing needs of industry to stay competitive.

The launch of Kaplan Professional follows on from Kaplan's acquisition of Tribeca Learning and more recently the education arm of the Financial Services Institute of Australasia (Finsia). Kaplan Professional combines Tribeca's strength in vocational education and continuing professional development with Finsia's market leadership in financial services postgraduate studies.

Kaplan Professional Australia Chief Executive Officer, Warren Jacobson, said, "As part of Kaplan, Inc.'s worldwide network, Kaplan Professional is set to reshape the professional education landscape in Australia by responding to the needs of the market with practical and relevant education solutions for every stage of an individual's career.

"With vast intellectual property and training systems in place, we're able to provide Australian companies with access to the latest ideas and developments from around the world, as well as global education solutions to support Australian companies taking on the world."

As part of the launch event, Kaplan Professional also introduced its new range of postgraduate programs in financial services, including its new Master of Applied Finance qualification.

Jacobson added, "Spanning two years of research, development and refinement, the postgraduate offerings were developed in close collaboration with industry experts, employers, students and academic staff from other institutions. As a result, we've produced postgraduate courses which are not only academically robust but offer maximum flexibility with an unparalleled choice of subjects and new specialised pathways.

"This is just one example of Kaplan Professional's commitment to championing professional education in Australia by providing quality education 'for the industry, by the industry'."

With offices in each capital city, Kaplan Professional now represents more than 40,000 students and well over 500 corporations each year, making it the leading provider of professional education in financial services, tax and accounting and real estate.

For more information, please visit www.kaplanprofessional.edu.au.

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About Kaplan, Inc.

Kaplan Inc., a leading global provider of educational services to individuals, schools and businesses. Kaplan Inc. serves over one million students with operations in more than 30 countries around the world. Its international programs include higher education, test preparation, language instruction and professional training. Kaplan Inc., with 2007 revenue of \$2 billion, is a subsidiary of The Washington Post Company (NYSE: WPO - News). For more information, visit www.kaplan.com.

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