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For Immediate Release

## EDUCATIONDYNAMICS ANNOUNCES THE ACQUISITION OF UNIGO.COM AND ESTUDENTLOAN.COM

### **EducationDynamics Now Connects Consumers With the Most Relevant Resources Needed to Attend, Thrive and Graduate from College**

Hoboken, NJ (June 30, 2016) - EducationDynamics, a leader in higher education marketing, announces the acquisition of Unigo.com and EStudentLoan.com, the core higher education assets of EdPlus Holdings. These sites—and their associated 1.7 million registered users and nearly 1 million monthly visitors—use cutting edge matching and personalization technology, and highly compelling content to connect consumers with the most relevant resources needed to attend, thrive and graduate from college. The sites' services range from choosing a school, to finding nationwide scholarships from its database of over 3.5 million scholarships, to selecting a private student loan provider. Earlier this year, Unigo won the prestigious Edison Innovation Award (<http://www.edisonawards.com/finalists2016.php>), which recognizes the elite businesses in the Education Technology sector whose breakthrough innovations and entrepreneurship are in the spirit of Thomas Edison. In addition, Unigo was also recently named by USA Today as One of the 10 Best Scholarship Sites on the Web (<http://college.usatoday.com/2016/01/06/best-scholarship-resources/>).

EdPlus Holdings also has industry leading SaaS offerings for colleges and universities, most notably Unigo Live and Unigo Connect. Unigo Live is a one-to-many webinar platform designed for partner colleges and universities to host, record, and archive an unlimited number of live events to public and private audiences. Unigo Connect is a one-to-one engagement platform designed to help college and university admissions departments engage with prospective students and maximize their enrollment activities.

Unigo's President, Brad McMahon, notes that, "Unigo's acquisition by EducationDynamics is very exciting, since combining Unigo's assets with those provided by EducationDynamics will enable us to quickly expand the wide range of tools we offer to students and to expose our outstanding services to a much wider range of customers aligned around our mission of optimizing Return On Education™ for consumers and institutions alike."

EducationDynamics' CEO, Bruce Douglas, notes that, "Since its founding over a decade ago, EducationDynamics has provided the higher education industry with the products and services necessary to achieve their enrollment goals, and with consumer facing websites that go back over 20 years, EducationDynamics also has provided consumers with a wide range of means to find the right college or university. With the acquisition of EdPlus Holdings, EducationDynamics has expanded its ability to provide innovative solutions to its school partners and has extended its network of leading higher education focused websites."

### **About EducationDynamics**

EducationDynamics is the industry leader in helping colleges and universities find the highest quality student prospects to achieve their enrollments goals. As the trusted partner to more than 900 higher educational institutions, EducationDynamics has earned a reputation for providing the resources and expertise required to meet today's recruitment challenges. Services include market research, prospecting, paid search, contact center, compliance monitoring, inquiry management software, and traditional marketing services. For more information, visit: <http://www.educationdynamics.com>