



Study Shows Florida College Students Using SMARTHINKING Get Higher Grades, College Prep Test Scores

*Division Of Florida Colleges Survey Analyzes Positive Impact
Of Company's Tutoring Services Throughout State*

WASHINGTON, D.C., February 2, 2011 – SMARTHINKING, Inc. (<http://www.smarthinking.com>), the market leader in online tutoring and academic support, has announced the completion of a study commissioned by the Evaluation Unit of the Division of Florida Colleges that examines the use and impact of SMARTHINKING tutoring services throughout the Florida State College System. The study's results support the effectiveness of academic support from SMARTHINKING and continued investment of federal College Access Grant funds for a third consecutive year to help subsidize college purchases of SMARTHINKING. Twenty-seven of the 28 Florida state colleges currently use SMARTHINKING's services.

The study shows that among students who are taking either developmental education courses or first college-level courses in mathematics or English, those using SMARTHINKING's services received higher grades. College Preparatory Test (CPT) scores of study participants and non-participants were very similar, showing that the resulting higher grades do not appear to be a result of self-selection of only stronger students using SMARTHINKING's services.

"We are very pleased that SMARTHINKING has partnered with Florida's state colleges to make their services more readily available to our students," said J. David Armstrong, Jr., president of Broward College. "We have found that our 'on-the-ground' and online students appreciate having quality tutoring available during the times when they need assistance, all with the convenience afforded by online access."

"Our strong partnership with higher education in Florida continues to grow and thrive," said SMARTHINKING CEO Kathy Clark. "The Florida College System, through this study and continued fiscal support, demonstrates their comprehension and support of the positive impact of SMARTHINKING services on student success throughout the state."

More than 75,800 SMARTHINKING tutoring sessions were held with more than 21,400 Florida students between July 1, 2009 and June 30, 2010.

"This study demonstrates the positive impact of SMARTHINKING on student success, and we are confident that the availability and quality of the online tutoring being provided is indeed benefitting students throughout the state," said Dr. Judith Bilsky, executive vice chancellor of the Florida Department of Education Division of Florida Colleges. "In this difficult economy, it is more important than ever for us to support our institutions and help colleges offer the resources necessary to help students achieve their goals. Our partnership with SMARTHINKING allows us to do that."

A statewide agreement between SMARTHINKING and Florida Distance Learning Consortium has provided for consortium pricing for any public or private K-20 institution. The agreement has been in place since 2006.

ABOUT SMARTHINKING:

SMARTHINKING is the market leader in providing online tutoring and academic support to bolster student performance, persistence and retention. Its services were honored with the Software & Information Industry Association (SIIA) CODiE award for Best Instruction Solution for Students at Home. Schools, colleges, universities, libraries, government agencies, textbook publishers and other education providers partner with SMARTHINKING to increase student achievement and enhance learning. SMARTHINKING connects students to e-structor®-certified tutors for assistance in math, writing, science and business, up to 24/7, on any Internet-connected computer. SMARTHINKING's corporate office is located in Washington, D.C. For more information, visit <http://www.smarthinking.com/>.