



**SMARTHINKING To Exhibit At**  
**National Center For Academic Transformation Event**  
*Market Leader In Online Tutoring To Showcase Services*  
*At Third Annual Redesign Alliance Conference*

WASHINGTON, D.C., March 20, 2009 – SMARTHINKING, Inc. ([www.smarthinking.com](http://www.smarthinking.com)), the market leader in providing online tutoring and academic support to students, has announced that its representatives will participate in the National Center for Academic Transformation's (NCAT) Third Annual Redesign Alliance Conference March 22-24 at The Rosen Centre Hotel in Orlando. The Third Annual Redesign Alliance Conference will bring together faculty, administrators and staff from institutions and companies that have been engaged in large-scale course redesign, and it will create a place where new colleagues can learn about the benefits of course redesign and how to implement course redesign on their home campuses.

SMARTHINKING will sponsor a hospitality suite at the event in addition to exhibiting its award-winning, live, online tutoring services, which are delivered to students 24 hours a day, seven days a week, in the subjects of math, writing, science, business, ESOL and Spanish. SMARTHINKING CEO Burck Smith will host a poster session titled, "StraighterLine: Attracting New Students and Outsourcing Developmental and General Education Courses." The session will describe how StraighterLine ([www.straighterline.com](http://www.straighterline.com)), a division of SMARTHINKING, has created online developmental and general education courses that are better supported, more convenient and more affordable than most traditional online courses.

For more information on The Third Annual Redesign Alliance Conference, please visit [www.center.rpi.edu/RedesignAlliance/Conference09.htm](http://www.center.rpi.edu/RedesignAlliance/Conference09.htm).

Related Links:

- [www.smarthinking.com](http://www.smarthinking.com)
- [www.straighterline.com](http://www.straighterline.com)
- [www.center.rpi.edu/RedesignAlliance/Conference09.htm](http://www.center.rpi.edu/RedesignAlliance/Conference09.htm)
- [www.mmimarketing.com](http://www.mmimarketing.com)

News Facts:

- SMARTHINKING, Inc. has announced that its representatives will participate in the National Center for Academic Transformation's (NCAT) Third Annual Redesign Alliance Conference March 22-24 at The Rosen Centre Hotel in Orlando.
- The Third Annual Redesign Alliance Conference will bring together faculty, administrators and staff from institutions and companies that have been engaged in large-scale course redesign, and it will create a place where new colleagues can learn about the benefits of course redesign and how to implement course redesign on their home campuses.
- SMARTHINKING will sponsor a hospitality suite at the event in addition to exhibiting its award-winning, live, online tutoring services, which are delivered to students 24 hours a day, seven days a week, in the subjects of math, writing, science, business, ESOL and Spanish.
- SMARTHINKING CEO Burck Smith will host a poster session titled, "StraighterLine: Attracting New Students and Outsourcing Developmental and General Education Courses."
- The session will describe how StraighterLine, a division of SMARTHINKING, has created online developmental and general education courses that are better supported, more convenient and more affordable than most traditional online courses.

- For more information on The Third Annual Redesign Alliance Conference, please visit [www.center.rpi.edu/RedesignAlliance/Conference09.htm](http://www.center.rpi.edu/RedesignAlliance/Conference09.htm).

Quotes:

"We are pleased to announce our participation in NCAT's Third Annual Redesign Alliance Conference," said Smith. "This event brings together the movers and shakers in the higher education community and we look forward to discussing SMARTHINKING and StraighterLine with those individuals."

About SMARTHINKING:

SMARTHINKING is the market leader in providing online tutoring and academic support to students. Their 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. StraighterLine, a division of SMARTHINKING, provides students with a new online option for obtaining required college credits from accredited colleges and universities. SMARTHINKING's corporate office is located in Washington, D.C. For more information, visit [www.smarthinking.com](http://www.smarthinking.com).

Keywords:

SMARTHINKING, Burck Smith, Online Education, Online Tutoring, Education Technology, Online Academic Support, E-structor, e-structor®, e-scholars, McGraw-Hill, Blackboard, Whiteboard, Online Learning, College Accreditation, Software & Information Industry Association (SIIA), CODiE award, National Center for Academic Transformation, NCAT, Third Annual Redesign Alliance Conference, The Rosen Centre Hotel, Orlando, Burck Smith, StraighterLine

**Media Contacts:**

Patty Briguglio  
MMI Associates, Inc.  
(919) 233-6600  
(919) 233-0300 (fax)  
[patty@mmimarketing.com](mailto:patty@mmimarketing.com)

Kate Catlin  
MMI Associates, Inc.  
(919) 233-6600  
(919) 233-0300 (fax)  
[kate@mmimarketing.com](mailto:kate@mmimarketing.com)

(end)