



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Chuck Kleiner

VP, Sales and Marketing

ckleiner@smarthinking.com

Kristin O'Bannon

Director, Strategic Marketing

858.693.1622

kobannon@smarthinking.com

50 New Educational Institutions Sign Up with SMARTHINKING

WASHINGTON, D.C. December 31, 2007 — SMARTHINKING, Inc., the leading provider of award-winning online tutoring services, with the world's largest online writing lab, and the only provider of 24/7 drop-in, online math tutoring services, today announced a sharp increase in contracts for the quarter ending December 2007. During this time, 50 colleges, public libraries and high schools in 25 states joined the 300 other schools and libraries that contract directly with SMARTHINKING. Students in thousands of additional schools access SMARTHINKING's services after purchasing a new textbook from some of the world's largest publishers.

"SMARTHINKING continues to enjoy increases in the number of new institutions purchasing our online tutoring services because administrators and faculty understand that SMARTHINKING improves student performance and helps increase student retention," says Burck Smith, SMARTHINKING's CEO. "When educators need to choose an online tutoring service for their students, SMARTHINKING is always the choice."

SMARTHINKING won the CODIE Award for Best Instruction Solution for Students at Home, and provides easily accessible, online tutoring in math, writing, science, and business, up to 24 hours a day, 7 days a week, on any Internet-connected computer.

About SMARTHINKING

SMARTHINKING is an award-winning, market leader in providing online tutoring and academic support to students. 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.

For more information, visit our website <http://www.smarthinking.com>

SMARTHINKING, 1900 L Street NW, Suite 301 Washington, D.C. 20036
888.430.7429 or info@smarthinking.com www.smarthinking.com