

# **NEWS RELEASE**

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## **NEW ONLINE RESOURCE SHINES SPOTLIGHT ON ACTUAL GRADUATION RATES AND TUITION COSTS OF AMERICAN 4-YEAR UNIVERSITIES WHILE PROVIDING STUDENTS WITH ESSENTIAL INFORMATION NEEDED TO SELECT THE "RIGHT" COLLEGE**

**AS ANNUAL COLLEGE TUITIONS SKYROCKET, GRADUATIONWATCH.ORG REVEALS THAT  
ONLY 37 % OF ALL COLLEGE FRESHMAN GRADUATE IN FOUR YEARS OR LESS, A  
STATISTIC THAT MOST FAMILIES FAIL TO ACCOUNT FOR WHEN SAVING FOR COLLEGE**

**MENLO PARK, CA (October 28, 2004)** - As college tuition rates at America's 4-year universities increase, and graduation rates decline, choosing the right college has never been more important for the more than 1.5 million students heading to college next fall. [GraduationWatch.org](http://GraduationWatch.org), a free, easy-to-use, consumer web site that lifts the veil on actual graduation rates and annual tuition costs at nearly every 4-year undergraduate institution in the United States, provides college-bound students with difficult to find information that they can use to help make more informed college choices.

"In general, colleges and universities have not made it easy for applicants to find their 4-year graduation rates, but it is essential that students take this important statistic into account when selecting a college to attend. If a school's 4-year graduation rate is low, it's often an indication that many students are not a good match for that school or that the institution is not appropriately monitoring progress toward graduation," said Toby Waldorf, a certified private college counselor, and founder of [GraduationWatch.org](http://GraduationWatch.org). "One or two extra years may not seem like a big difference, but the added years make a huge impact on a family's pocketbook, with annual college expenses in the tens of thousands of dollars. The extra years also impact a student's self-esteem and can ultimately lead to high drop out rates. "

GraduationWatch.org incorporates data from the United States Department of Education to give students and parents an easy-to-use resource for determining college graduation rates and tuition costs at 4-year colleges nationwide. Used in conjunction with its sister service, Destination-U ([www.destination-u.com](http://www.destination-u.com)), an online college planning and matching service, college-bound students are able to swiftly navigate through the confusing and stressful process of selecting a school that best fits their personality, academic abilities, and financial needs.

For graduation rates of colleges around the U.S., go to [www.graduationwatch.org](http://www.graduationwatch.org).

**About GraduationWatch.org**

Graduationwatch.org is a free, public service website sponsored by Destination U. Destination-U is an online college planning and matching service that individually matches a college-bound student to colleges where he or she is most likely to thrive based on his or her unique needs, interests, talents and aspirations. For more information, visit [www.graduationwatch.org](http://www.graduationwatch.org).