

NEWS RELEASE

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AMIDST RECENT SHOCKING NEWS THAT THE AVERAGE NATIONAL HIGH SCHOOL STUDENT-TO-COUNSELOR RATIO IS 477:1, COMES A NEW ONLINE COLLEGE RESEARCH AND MATCHING SERVICE, WITH A DISTINCTIVE METHODOLOGY TO ASSIST BOTH STUDENTS AND COUNSELORS IN THE COLLEGE SELECTION PROCESS

JUST IN TIME FOR THE COLLEGE APPLICATION SEASON, DESTINATION-U.COM OPENS THE DOORS TO A NEW COLLEGE SELECTION PROCESS THAT FOCUSES ON "HOT MATCHES" VERSUS "HOT SCHOOLS"

Key Personality Indicators, Derived From Proprietary Research, Found to Offer Student to College Matches with the Best Probability of Achieving Student Success

MENLO PARK, CA -- (October 14, 2004) - In the next two months the "angst" level among college-bound high school seniors and parents alike, will rise in intensity as they sift through ranking lists, "hot schools" lists and available resources, online and offline, and face the daunting task of selecting and applying to the colleges of their choice, only to be followed by the agonizing waiting game for admission notices. Just in time for the application season, Destination-U (www.destination-u.com) launches a new online college research and matching service, affording the 1.5 million college-bound students who are seeking 4-year college degrees access to a site that searches and determines the best matches between students and colleges.

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Destination-U Opens Doors
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Only now made possible through new and proprietary research on satisfied college students, Destination-U scientifically determines the colleges that are most likely to be a great match for each student. Destination-U's research conducted on needs, attitudes and behaviors of a cross-section of over 18,000 full-time college students is the most extensive and current student satisfaction research available today from a company that is solely focused on helping families to make better decisions about their college choices. The proprietary research, based on the proven methods that have been successfully employed for years by founder Toby Waldorf, enables Destination-U to provide the insight and essential information needed by college applicants to make informed decisions and find the colleges where they will thrive.

The site utilizes the proven methodology of Destination-U founder and service developer, Toby Waldorf, a certified college counselor, who has been guiding college-bound students and their parents for years in unbiased searches for the college environment that best matches the student. "I have always found that the match between a student's personality and a specific college matters most in predicting an on-time, 4-year graduation and high levels of satisfaction," says Ms. Waldorf.

With 15 years of successful college matches to look back on, Ms. Waldorf explains, "There are many key indicators that need to be considered to increase a student's likelihood of achieving success in their college experience. I am happy that Destination-U will enable more students to find a great and successful college experience. For example, even a student that may have a high grade point average and high SATs must focus on finding a campus where they will thrive."

Ms. Waldorf adds, "College selection is a life-impacting decision, yet it is often clouded by a litany of factors including personal biases, anxieties, insufficient or out of date information and misperceptions of academic

requirements or campus culture." Additionally, many students and families are constrained by a lack of effective and affordable resources, and with the average ratio of 477 kids to 1 college counselor at U.S. high schools, counselors are hard pressed to attend to each individual's needs.

Destination-U differentiates itself from existing college sites with its matching algorithm developed through interviews and statistical analysis of thousands of satisfied college students. The research was based on Toby Waldorf's time tested matching methodology and the latest in psychology and research-driven student attribute analysis.

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Destination-U Opens Doors

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On the site, students complete the U-FinderSM personality assessment, which creates a customized and free U-FactorSM report, which is a valuable tool in deciding which colleges are right for them. The emphasis is on need, attitude and behavior matching (e.g., learning style, pre-professional orientation, school spirit, etc.) as a way of making great decisions about higher education.

Destination-U will also generate a customized FitListSM of colleges where the individual student is most likely to thrive, based upon the student's U-Factor analysis and Destination-U's proprietary research and expertise. The FitList is available for a one-time fee of \$79.95, with discounts offered for early subscribers.

Students and families may also use Destination-U's free College Application Planner, a step-by-step guide with email alerts for students and parents to assist with the application process, coupled with a wealth of information and tips.

About Destination-U

Destination-U is an online college research and matching service for students, newly developed by experienced college counselor, Toby Waldorf, that individually matches a college-bound student to the colleges at which he or she is most likely to thrive based on that individual student's

unique needs, attitudes and behaviors. For more
information, visit: www.destination-u.com and
www.tobywaldorf.com.

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