

The Washington Post Company Acquires CourseAdvisor Inc.

October 11, 2007 at 2:02 PM EDT

 [Printable Version](#)

WASHINGTON--(BUSINESS WIRE)--Oct. 11, 2007--The Washington Post Company (NYSE:WPO) has acquired the outstanding stock of CourseAdvisor Inc. (www.courseadvisor.com), a premier online lead generation provider, headquartered in Wakefield, MA. Terms of the acquisition were not disclosed. In 2006, The Washington Post Company made a small investment in CourseAdvisor.

Through its search engine marketing expertise and proprietary technology platform, CourseAdvisor generates student leads for the post-secondary education market. Currently, more than 1.5 million students use CourseAdvisor's leading online education directory, CourseAdvisor.com, to match their skills and education needs to degree and certificate programs from more than 500 educational institutions and 8,000 programs.

Donald E. Graham, chairman and chief executive officer of The Washington Post Company, said, "CourseAdvisor is a top producer of online leads. Since its founding in 2004 by a group of MIT and UMASS graduates and faculty, the company has been led by an outstanding and experienced management team, and we plan to keep that team in place as the business continues to grow." CourseAdvisor will operate as an independent subsidiary of The Washington Post Company.

"Our relationship with The Washington Post Company has been extremely positive and has opened exciting growth opportunities for CourseAdvisor," said CourseAdvisor founder and chief executive officer Greg Titus. "We're proud to be part of the team."

Savvian Advisors, LLC, served as the exclusive financial advisor to CourseAdvisor for this transaction.

About The Washington Post Company (www.washpostco.com)

The Washington Post Company (NYSE:WPO) is a diversified media and education company whose principal operations include newspaper and magazine publishing, educational and career services, television broadcasting, cable television systems and electronic information services. The company owns The Washington Post; Washingtonpost.Newsweek Interactive (WPNI), the online publishing subsidiary whose flagship products include washingtonpost.com, Newsweek.com, [Slate](http://Slate.com), BudgetTravel.com and Sprig.com; Express; El Tiempo Latino; The Gazette and Southern Maryland Newspapers; The Herald (Everett, WA); Newsweek magazine; Post-Newsweek Stations (Detroit, Houston, Miami, Orlando, San Antonio and Jacksonville); and Cable ONE, serving subscribers in midwestern, western and southern states. The company also owns Kaplan, Inc., a leading international provider of educational and career services for individuals, schools and businesses.

CONTACT: Press Contacts:
The Washington Post Company
Rima Calderon, 202-334-6617
calderonr@washpost.com
or
Blue Point Venture Marketing
Kimberly Pegnato, 781-861-7800
kim@bluepointmktg.com

SOURCE: The Washington Post Company