

## **Pearson eCollege, Education Online Services Corp. Partner to Increase Access to Online Education for Diverse Populations**

*Partnership focuses on adult learners at Historically Black Colleges and Universities, Predominantly Black Institutions*

DENVER, June 16, 2009—Pearson eCollege and Education Online Services Corporation (EOServe Corp) have announced a multi-year partnership to improve online educational opportunities for adult learners in higher education markets, including Historically Black Colleges and Universities, Predominantly Black Institutions and other colleges and universities. EOServe Corp will use Pearson eCollege's integrated education technology environment to offer students a robust and complete online learning solution, continuing a longstanding tradition on the part of both companies of broadening access to education for diverse markets.

Pearson eCollege is the leading global provider of online education technology, content solutions and support services for hundreds of successful blended and fully online academic programs and institutions. The company offers more than just a learning management system—Pearson eCollege combines on-demand cloud computing capabilities with Pearson's world-class content, digital media and academic services.

Under the terms of the agreement, EOServe Corp's educational partners will have access to Course Connect, Pearson's suite of customizable, online learning courses, while Pearson eCollege manages all of the day-to-day technical aspects of the online learning programs, including the hardware, software and 24-7 help desk support. Combined with student retention and tutoring services, EOServe Corp will use its extensive experience in school marketing and branding, combined with recruitment and enrollment, to provide a wide spectrum of services to help its educational partners succeed in an online learning environment.

"Pearson eCollege provides integrated technology and services that flexibly meet the unique needs of EOServe Corp's diverse educational partners," said Matt Leavy, CEO of Pearson eCollege. "We are proud to continue our tradition of increasing access to education by partnering with EOServe Corp to help their partners extend their educational reach beyond the campuses that have already provided educational opportunities to millions."

"Our educational partner institutions will benefit from the combination of EOServe Corp's marketing, recruitment and support service expertise, and the superb online curriculum platform powered by Pearson eCollege which we are offering to our client schools and colleges," said Ezell Brown, Chairman of EOServe Corp. "Our company holds a leadership position in educational marketing in the industry and this partnership with Pearson eCollege provides us with a great opportunity to further extend our services to a significant market which will greatly benefit from our combined efforts."

"Our partnership with Pearson eCollege enables Education Online Services to provide a world-class education environment to our higher education partners," said Dr. Benjamin Chavis, President of EOServe Corp.

EOServe Corp's objectives for 2009 include a comprehensive analysis of educational partners with an emphasis on capability assessments and a focus on effective, efficient implementation of platform features. Realizing that each educational partner is unique, EOServe Corp can take advantage of the flexibility of the eCollege platform in order to tailor the perfect solution for each educational partner.

### About Pearson eCollege

Pearson eCollege enables educators globally to achieve measurable success for online and blended education through on-demand education solutions that advance and improve the teaching and learning experience for learners in multiple types of educational institutions and programs. Pearson eCollege provides a composable (SaaS) learning platform, academic services, rich content solutions and renowned multi-level user support that help students and teachers reach their education goals. Pearson eCollege is the leading provider of technology and services to the top online schools and programs globally. Pearson (LSE: PSON, NYSE: PSO), the global leader in education and education technology, reaches and engages today's digital natives with effective and personalized learning, as well as dedicated professional development for their teachers. Pearson is dedicated to helping people of all ages to learn at their own pace, in their own way. In addition to Education, Pearson's primary operations include the Financial Times Group and the Penguin Group. For more information, visit [www.ecollege.com](http://www.ecollege.com) or [www.pearson.com](http://www.pearson.com)

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### About Education Online Services Corp.

Education Online Services Corp (EOServeCorp) was founded by a select team of Academic and Marketing executives which recognized the opportunity to help the under-served market of historically black colleges and universities develop full-service online curriculum programs and increase enrollments for students and communities while also emphasizing retention and student support functions. Based in Coral Springs, Florida, the company offers a complete suite of custom solutions designed to develop, implement and manage online curriculum platforms for colleges and universities. For more information, visit [www.educationonlineservices.com](http://www.educationonlineservices.com).

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