



**FOR IMMEDIATE RELEASE**

## **The CollegeBound Network and Intelliworks Partner to Deliver End-to-End Lead Generation and Prospect Management Solutions for Higher Education**

**Companies to Help Colleges and Universities Convert Online Leads with CRM and Email Marketing Tools**

**Staten Island, NY and Rockville, MD - April 21, 2009** – The CollegeBound Network (CBN) today announced a new partnership with Intelliworks, a leading provider of relationship management solutions for higher education, which would provide schools with a comprehensive lead generation platform designed to improve student conversions.

In addition to CBN's marketing and lead generation services, CBN college, university, and career school partners will now have the option to leverage Intelliworks' Web-based CRM solutions for higher education. This system helps schools nurture and cultivate relationships with leads delivered through CBN's industry-leading portals and Web destinations.

"At The CollegeBound Network, we specialize in delivering high-quality leads for institutions through our proprietary education portals and affiliate sites, our unique search engine marketing campaigns, and our traditional advertising and Help Center services," says Luciano Rammairone, CEO. "With Intelliworks, we're now able to offer our partners a complete solution that not only sends them prospective students, but also allows them to engage those prospects across the student lifecycle."

According to The Pew Internet and American Life Project, the majority of college-bound and college-aged individuals say they have gone online to find information about a college, university, or other school they are considering attending. "It's imperative for institutions to leverage their online presence as effectively as possible to get the attention of inquiring students," says Rammairone.

Todd Gibby, CEO of Intelliworks, agrees. "Schools are tasked with educating prospective students about their institutions in a way that transcends the clutter of the internet and helps drive informed enrollment decisions," Gibby explains. "The combined CBN – Intelliworks offering will be instrumental not only in driving valuable leads, but also converting those prospects into enrolled students."

To launch their new partnership, representatives from The CollegeBound Network will be appearing with Intelliworks at this week's National Association of Graduate Admissions Professional (NAGAP) Conference in New York City. NAGAP attendees may visit booth #16 for more information.

### **About Intelliworks**

Intelliworks enables enrollment and admissions professionals to make purposeful connections with students through its Web-based relationship management, marketing and recruitment services. Leading institutions around the globe leverage Intelliworks' relationship management solutions for higher education to increase enrollment, enhance marketing performance and improve operational efficiency. For more information, visit <http://www.intelliworks.com>.

### **About The CollegeBound Network**

More than 3 million surfers utilize The CollegeBound Network's resource sites each month, which include CollegeBound.net, CollegeSurfing.com, SpaBeautySchools.com, TopCareerSchools.com, Advanced-Degrees.com, Top10ComputerSchools.com, and others.

Since 1987, The CollegeBound Network (CBN) has worked with America's leading colleges, universities, and career schools in connecting learners with educational opportunities. CBN specializes in recruitment lead generation solutions for 900+ educational institutions and 3,500 campuses, using its content-rich portals. For more information, visit <http://www.collegebound.net/corporate>.