



FOR IMMEDIATE RELEASE

READY TO SHINE IN A NEW CAREER?

The CollegeBound Network Launches a National Television Campaign Aimed at Adults Seeking Career Training and Advancement

Staten Island, NY, February 6, 2009 -- The CollegeBound Network (CBN) announced a new initiative aimed at reaching millions more potential adult students via a television commercial campaign. CBN's latest endeavor, Shine in a New Career, leverages the power of The CollegeBound Network brand and CBN's affiliation with thousands of school partners to present viewers with a look at how career-specific learning can fuel their future success. (Watch the commercials here.)

"Through The CollegeBound Network's television marketing campaign, we're letting people know that they don't have to live paycheck to paycheck, and they don't have to settle for a boring job," says Luciano Rammairone, CEO and publisher of The CollegeBound Network. "It is possible to have a career you're passionate about with the proper training and education, and we're passionate about helping people achieve that."

The CollegeBound Network puts students in direct contact with career education providers that help them achieve high-paying, in-demand careers in fields such as computer technology, criminal justice, business, and nursing. Through its 12 education exchange portals, CBN arms students with the tools they need to earn their GED, bachelor's degree, MBA, and other degrees and certificates.

"There is no one-size-fits-all approach to education and career success," says Rammairone. "We work with individual students to match them with the right education program to achieve their unique career goals."

The television segments, which premiere this month on national cable stations, including MTV, VH1, and FX, will enable CBN to traffic prospective student leads into their Web properties and full-service Help Center via a dedicated Shine in a New Career web page (<http://www.shineinaneewcareer.com/>) and dedicated phone line (888-85-SHINE).

About The CollegeBound Network

More than 3 million surfers utilize The CollegeBound Network's resource sites each month, which include CollegeBound.net, CollegeSurfing.com, HolisticJunction.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.