

Former University of Phoenix Executive to Head Higher Education Marketing and Consulting Firm

Tempe, AZ – November 15, 2007 – HigherEdGrowth, an education marketing and consulting firm, announced that Heather Cornell has joined the company as President and CEO. She joins HigherEdGrowth, a privately funded education marketing and consulting and software development company, following a 10-year career at University of Phoenix, most recently as Associate Vice President. Ms. Cornell brings extensive experience in all aspects of enrollment management for the education sector.

At University of Phoenix, Cornell was promoted to Associate Vice President and played a key role in the company's enrollment growth through her work with admissions training and management development, National Accounts, FlexNet, new hire processes, and campus support.

"I am excited to be joining the team at HigherEdGrowth," said Cornell. "Our combined industry experience and uniquely positioned array of proprietary products and services provide a holistic approach to education marketing for our partner schools."

"While most marketing companies focus solely on lead generation, we also look at the processes and people that contribute to lead conversion and provide solutions that retain students through graduation," said Cornell. "HigherEdGrowth's comprehensive approach to education marketing provides the tools and expertise to generate a prospect lead, appropriately nudge the lead to conversion during the enrollment process, provide one-to-one communications during enrollment to boost retention, and finally communicate with graduates and alumni to generate valuable referrals and/or donations."

"We are all very excited to have Heather's experience and leadership at the helm of the company," states Frank Healy V.P of Interactive Media. "I'm especially pleased to be working with her again after leaving University of Phoenix." Mr. Healy formerly managed internet marketing and lead generation for Apollo Group's University of Phoenix campus division.

HigherEdGrowth was formed through a merger of several organizations with complementary products and services. The lead management and nurture platforms were both developed internally to maximize flexibility for each partner school. Additionally, HigherEdGrowth's comprehensive in house printing capabilities provide digital, variable data, and traditional sheetfed to large format printing. This approach allows for the production and mail fulfillment of virtually every client campaign in house.

HigherEdGrowth assists both non-profit and for-profit colleges and universities. Current engagements include both regional and national universities seeking both unique and aggressive approaches to enrollment and retention. Additional information about HigherEdGrowth can be found by visiting <http://www.higheredgrowth.com> or by contacting press@higheredgrowth.com.

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