

**Contact:**

David Fong  
XAP Corporation  
(310) 842-9800  
marketing@xap.com

## **XAP Launches The National Application Center to Support 2020 Education Goals**

### **IMMEDIATE RELEASE**

**Culver City CA (September 30, 2010)** - XAP Corporation announced the launch of The National Application Center as the first initiative under the company's REACH FARTHER 2020 program, which supports the Obama Administration's goal by 2020 of becoming the world leader in proportion of adults with a college degree. The National Application Center website is located at [www.nationalappcenter.com](http://www.nationalappcenter.com).

"For us, the National Application Center embodies the kind of new thinking that all of us need to apply if we are to reach the aggressive education goals before us," said J. Michael Thompson, XAP's CEO. "Our goal with this new website is to make it a hub where students can gather on the web to exchange ideas, explore careers and colleges, and tackle the important steps in applying to college or university. It is a complement to our existing 25 state and regional college access portals and schools using our career and college planning tools."

Students are able to research over 7,000 colleges and universities at the site; arrange to attend virtual college fairs and events via CollegeWeekLive; express an interest in being recruited; arrange for remedial tutoring; create a personal e-portfolio that can be used to pre-populate common fields across college applications; prepare financial aid documents; and submit and track their college applications from one site. Other features include a planner timeline, self assessments, and college planning tools. XAP does not charge students for these tools.

"This is just the first step for The National Application Center in what we plan to be a much broader offering over time," said Thompson. "For this to reach its full potential, it will focus on the student and continually evolve over time into a resource that fits naturally into the student's behavior and interests."

The National Application Center will operate under current XAP privacy policy and that student data will remain confidential. The new site launched September 15<sup>th</sup> in time for the upcoming annual college application season.

### **Part of Reach Farther 2020 Program**

The enhancement is part of the company's Reach Farther 2020 initiative in support of the Obama Administration's goal for the country becoming the world leader in proportion of adults holding at least a 2 year degree by 2020.

"The 2020 goals require all of us to think about how to increase career and college readiness in dramatic ways," said Thompson. "By adding the ability to apply to college directly from our Choices Planner product, we've taken the first step of many in making the entire process of developing career interests and translating them into educational plans more integrated, and student-centric."

### **About XAP Corporation**

XAP Corporation is the industry leader in college access and career success products. The company has developed and hosts 25 statewide and regional college access and career portals, works with nearly 1,000 college and university application clients, and more than 25,000 schools and agencies across North America, in helping over two million students and adults reach their educational and career goals each year. XAP products are accessible to over 50% of the U.S. population through statewide and regional college access portals, school and district sites, and state and federal workforce centers.