



Press Release

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Radical Innovation: Student-Focused Tuition Pricing

April 1, 2014, Manlius, NY – Parents and rising seniors just caught a break. Opportunity University today unveils Student-Focused Tuition Pricing™. *This changes everything.*

“The cost of a college education is pretty overwhelming,” says high school senior Sean Hughes from Brewster, Ma. “When I’m paying so much, I wish I had more control over what I’m getting.”

Sean is just one of millions of high school students having that heart wrenching conversation with his parents and guidance counselor. “Everyone says my earning potential is so much higher if I go to college, but how can I afford it?” he asks.

Opportunity U’s radical new tuition pricing will match the value of a credit and a full degree to its cost, modeled after the widely used differentiated fee-for-service pricing used in many industries. “We are putting control in students’ hands as they choose which elements of college they find valuable,” says innovative and forward-thinking Michael Waxman-Lenz, Chancellor of Opportunity U. “It’s all about preparing for *your* future at the price point *you* choose.”

The revelation hit Waxman-Lenz during a recent student recruiting trip to Beijing. “I was on the plane and realized that if I want to sit up front, get a wider seat, or more food, I will pay more for my ticket,” he explains. “Why not differentiate in the university setting for highly demanded courses, professors and time slots?”

“At Opportunity U, students receive an outstanding, global education,” says Sarah Benesi, the university’s admissions marketing director. “With the new tuition pricing, all students earn a degree in the same way that all passengers on a plane, regardless of their seat choice, will arrive at their destination. The real difference is that the features of your “college trip” are yours to choose.”

Two radical examples of Opportunity U’s student-focused tuition pricing:

- Faculty Office Hours
 - Meeting with a tenured professor: \$55/hour
 - Meeting with an adjunct faculty member: \$10/hour
- Meal Plans
 - Unlimited Meals Available Anytime: \$4,000/semester
 - Salad Bar Only Available During Off-Peak Hours: \$400/semester

“Universities have not changed their pricing model in hundreds of years,” says Opportunity U Provost Xi Chen. “Trust us, we focus grouped this and found that it’s time to put the experience and cost into the hands of students. We’ll see a double digit increase in fall enrollment.”

To learn more about Opportunity University and their radical tuition model, visit OpportunityUniversity.org.