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**MBADIVERSITY ANNOUNCES NEW GMAT® PREPARATORY SCHOLARSHIP PROGRAM**

***First-Ever Collaboration with Kaplan Test Prep and Admissions and Manhattan GMAT to Increase the GMAT® Scores of Under-represented Business School Applicants***

**ATLANTA, GA February 1, 2005** – MBADiversity.org, a non-profit organization that helps under-represented candidates gain admission to business school and establish careers in the business world, has expanded to provide the first-ever GMAT® Preparatory Scholarship Program to 100 deserving applicants. The GMAT®, Graduate Management Admissions Test, is required as an entrance criterion for students applying to most business schools.

Offered in partnership with Kaplan Test Prep and Admissions and Manhattan GMAT Prep, the program will give selected MBA-hopefuls access to comprehensive GMAT® courses at a reduced rate. Kaplan will offer programs to students in New York, Chicago, Atlanta, Los Angeles and Washington D.C. Manhattan GMAT will offer its live virtual course to selected recipients in US cities and around the globe. The GMAT® Preparatory Scholarship program along with MBADiversity's open source portal, is projected to yield a significantly diverse and highly qualified applicant pool for graduate level business education.

To apply for the program, prospects should submit their applications on MBADiversity.org by March 15<sup>th</sup>, 2005 (early decision deadline is February 15<sup>th</sup>). The 9 week program will begin on May 15<sup>th</sup>, 2005 across the world. Selected scholarship recipients will participate in the program for \$500, less than half the typical course rate.

"We believe that everyone should have a shot at higher education, however, the GMAT® test-taking trends for both women and people of color have historically been low. As a result, we are pleased to spearhead this effort. Our members expressed high interest in access to high quality preparatory courses, so we've expanded our relationship with Kaplan and Manhattan GMAT," said Keisha Dawn Entzminger, Founder and Executive Director of TMR Group, Inc., the nonprofit that manages the MBA Diversity Initiative. "We've also tailored this special program to focus extensively on the quantitative aspects of the test, which is weighed heavily by many MBA programs."

"This initiative is a natural fit for us," said Susan Kaplan, Director of MBA programs at Kaplan Test Prep and Admissions. "We're excited about the opportunity to partner with MBADiversity to enable program participants to overcome the testing hurdles ahead so they can gain admissions to business school and achieve their longer term personal and professional goals."

**About The MBADiversity Organization** ([www.MBADiversity.org](http://www.MBADiversity.org))

MBADiversity was initiated by TMR Group, Inc., a non-profit organization, to help under-represented applicants gain admission to business schools and build their careers, as well as to foster a community of MBAs from diverse backgrounds. The open source portal, [MBADiversity.org](http://MBADiversity.org), helps prospective students prepare for the GMAT®, learn how to write compelling essays, hone application strategies, find scholarship/fellowship information, and more. Current students network and conduct career searches, as well as follow the journeys of other MBA students through increasingly popular weblogs. Business schools and companies use the [MBADiversity.org](http://MBADiversity.org) website to promote their institutions, recruit talented MBAs from across the world, and learn more about multiculturalism. The organization also produces an online magazine titled "The NetWork", which has a current readership base of over 100,000 viewers. Traffic of the open-source portal increases by about 30% each month.

### **About Kaplan Test Prep and Admissions**

Kaplan Test Prep and Admissions, a division of Kaplan, Inc., is a leading provider of educational and career services for individuals, schools and businesses. With 3,000 classroom locations worldwide, a comprehensive menu of online offerings and a complete array of books and software, Kaplan offers preparation for the GMAT® and 35 other standardized tests, including entrance exams for secondary school, college and graduate school, as well as English language and professional licensing exams. Kaplan also provides private tutoring and college and graduate admissions consulting services. Its Web site, [www.kaptest.com](http://www.kaptest.com), is the largest online destination for education and career services. Kaplan is a wholly owned subsidiary of The Washington Post Company (NYSE: WPO). For more information about Kaplan, please visit <http://www.kaplan.com/>.

### **About Manhattan GMAT**

Manhattan GMAT (MG Prep, Inc.) was created in response to the growing demand for high quality GMAT® preparation. Founded by a New York public junior-high school teacher, the company is focused exclusively on the GMAT®, and aims to prepare students with the foundational skills and strategies essential for top scores required to gain admission into top business schools. Led by its team of expert teachers, all of whom have 99th percentile official GMAT® scores, Manhattan GMAT offers intensive preparatory programs for students worldwide including advanced GMAT® courses (both on-site and virtual), one-day workshops, two-week bootcamps, as well as corporate training programs and free introductory seminars. The company's website <http://www.manhattangmat.com> includes a complete listing of all the company's programs, provides comprehensive information on the GMAT®, and offers free advanced content and strategy.

**GMAT® is a registered trademark of the Graduate Management Admission Council® (GMAC®). GMAC® is also a proud sponsor of MBADiversity.org.**

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