

Media Contacts:

Laura Gaffin
Hobsons U.S.
513.924.3222
lgaffin@hobsons-us.com

**Hobsons to Provide Discounted Recruitment Technology Solutions
for NAFSA Members**

CINCINNATI (October 10, 2008) Hobsons announced today it will provide discounted pricing to NAFSA members on recruitment technology products designed to aid in international inquiry qualification and conversion. This offering is a result of Hobsons' global partnership with NAFSA and its participation in the organization's Affinity Affiliate Program.

The 20 percent NAFSA discount applies to products that have unique benefits for those trying to turn international student leads into enrolled students. – Lead Qualifier and EMT Delivery – International Version. The products are developed by Hobsons Enrollment Management Technology division, which provides technology and services tools to more than 600 college and university admissions offices in the United States, the United Kingdom, and Australia.

"Many institutions have found that generating international student inquiries is only the first step to meeting international enrollment goals," said Sasha Peterson, Managing Director, Hobsons EMT. "The next steps lie in qualifying those leads and developing efficient marketing campaigns to pull international students through the admissions and enrollment process. We are proud to offer technology solutions to assist NAFSA members in this challenging task."

Below are some specifics about the products available to NAFSA members.

1. Social Networks. Statistics show that social networking is more prominent outside than inside the U.S., making it an ideal vehicle for reaching international students. To capitalize on this trend, Hobsons offers social networking tools that allow schools to create a private social network just for international students interested in learning about or attending a specific institution.

2. Online Chats. One of the biggest barriers to reaching international students is time zone. Equally challenging is that international students don't typically learn about institutions through informal events like campus open houses, which are more effective within the U.S. Hosting online chats gives institutions the flexibility to schedule "online open houses" during times that work for their prospective students.

3. Personalized Web Portals & e-Brochures. Providing customized information tailored to the international student's interests can get costly. Personalized Web portals and e-Brochures allow institutions to collect a few pieces of interest and demographic information in a Web form, and then deliver each international student a personalized Web page or PDF e-Brochure that contains only the most relevant information.

4. Automated E-Communication Plans. Nearly eight out of ten international students feel that e-mail is the ideal way to be contacted by U.S. institutions. Combining e-mail with text messaging and RSS Web feeds creates a comprehensive international recruitment communication plan that can be automated for maximum efficiency, customization, and cost savings.

5. Online FAQ Systems. More than half of international students studying in the U.S. learned about the institutions they applied to by visiting the institutions' Web sites. It is extremely important that institutions design their sites with the international student in mind, containing user-friendly features for international student information gathering.

For more information about these products, NAFSA members may contact Peter Pravikoff of Hobsons at ppravikoff@hobsons-us.com or 818.541.0281.

About Hobsons

Headquartered in Cincinnati, Ohio, Hobsons U.S. has partnered with colleges and universities to enhance and empower institutions' enrollment and admissions efforts. Through domestic, international, and graduate publishing products for students, as well as Web sites & enrollment technology solutions for schools, Hobsons U.S. helps colleges and universities to elevate their enrollment strategies efficiently, effectively, and easily. Hobsons U.S. is the North American division of Hobsons Global, which is the leading provider of global education and careers information, services, and research. For more information, please visit www.hobsons-us.com.

###