

CollegeClickTV.com Announces Strategic Partnerships

NEW YORK — CollegeClickTV.com is evolving the “insider” college experience through direct access to those who know the most about it — the students. The new website, which has access to hundreds of schools and thousands of student interviews, is helping high school students and their parents make informed college decisions through unscripted peer-to-peer video review content — without having to set foot on a campus first. Now, through exclusive partnerships with U.S. News & World Report, The Princeton Review, and CliffsNotes, the Web site plans to build its content and attract additional viewers. These partner sites cumulatively receive more than 4 million unique visitors a month.

The CollegeClickTV.com site boasts the largest online video library of professional and exclusively produced college reviews. It serves as a one-stop online resource, show-casing more than 30,000 video reviews from 200-plus colleges and universities across the country.

CollegeClickTV.com founding partner Glenn Pere believes these partnerships are yet another indication of consumer demand for authentic firsthand information on the wide selection of colleges available. In addition to video reviews, which use a format that today’s students are highly comfortable with, CollegeClickTV.com also complements the information they can find elsewhere.

“These [new partners] are some of the most well-known and trusted experts in the categories,” Pere says. “By aligning ourselves with them, we’re bringing high school students and their parents a complementary 360-degree perspective of the college, or colleges, they are interested in. We are thrilled to be able to display our video content on these top college resource Web sites.”

The partnerships include:

- U.S. News & World Report: Through a major site redesign early this year, U.S. News & World Report now offers more articles and interactive tools, and has launched a video section “powered by

CollegeClickTV.com,” which features more than 2,000 CollegeClickTV.com videos (www.usnews.com).

- The Princeton Review: As the authority for college test preparation, The Princeton Review has incorporated a “Test Prep” button on the CollegeClickTV.com navigation bar. In November 2008, The Princeton Review also plans to provide access to CollegeClickTV.com videos via links and buttons as a part of its online content, which will be available in the “Colleges” section of their site (www.review.com).

- CliffsNotes: The staple college study guide CliffsNotes will be developing a video section on its Web site later this month, which will feature a

selection of videos from each college that is currently covered on CollegeClickTV.com. Additionally, selected video content will be sent in out-bound subscriber e-mails (www.cliffsnotes.com).

Eric Yaverbaum, a CollegeClickTV.com partner, adds, “We hope CollegeClickTV.com will be the first place people go before they visit a college campus. We are confident that our joint ventures will aid in the transformation of how students determine which schools they really like, and which to invest their time in learning more about.”

For more information on CollegeClickTV.com, visit www.collegeclicktv.com.



Kate Desrochers, of St. Johnsbury, has enrolled as a member of the class of 2012 at Dartmouth College in Hanover, N.H. She is the daughter of Dennis and Bettina Desrochers.

Trevor Leaf, of Mourne, N.H., has enrolled as a member of the class of 2012 at Dartmouth College in Hanover, N.H. He is the son of Frank and Denise Leaf.