

**FOR IMMEDIATE RELEASE****JULY 9, 2007****For more information, please contact:**

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COLLEGETOOLKIT.COM LAUNCHES FACEBOOK APPLICATION

Brooklyn, NY – CollegeToolkit.com now reaches students where they surf most... Facebook.com. To broaden the reach of its college-related content and tools, CollegeToolkit.com has launched a Facebook Application.

“Facebook is one of the most popular sites for our target demographic—college-bound high school students and current college students,” CollegeToolkit.com president Mark Rothbaum said. “The Facebook Platform allows us to introduce some of our functionality within the Facebook.com website.”

Initially, Facebook users will be able to share colleges they are interested in and to encourage friends and classmates to vote for their essay submissions in the CollegeToolkit.com \$10,000 Scholarship Contest. Future plans for the Facebook Application include college search functionality and community features.

“We eventually want students to be able to perform research into prospective colleges and connect with other Facebook users interested in those same colleges,” Rothbaum said. “College is a major step for most teenagers. How great would it be to already know a handful of classmates before setting foot on campus?”

About College Toolkit

College Toolkit (<http://www.CollegeToolkit.com>) is a one-stop resource for life after high school, allowing students to find and apply for scholarships, search through a database of more than 4,000 colleges, and explore 900 careers all in one location. It is one of the most comprehensive sites for life after high school. To learn more, visit www.CollegeToolkit.com.

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