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**Hobsons Opens Three USA Education Centers Worldwide**

*India, Brazil, China locations advise students/parents about U.S. study opportunities*

**CINCINNATI (October 25, 2007) – Hobsons**, the leader in international student recruitment, is proud to announce the opening of USA Education Centers in Brazil, China, and India to engage international students who are looking to study in the United States. These new locations will allow Hobsons to reach international students on a personal level, guiding them throughout their journey toward higher education opportunities in the United States.

“The opening of the USA Education Centers is a direct result of our continued growth in the business of international student recruitment,” said Craig Heldman, president of Hobsons U.S. “With these centers, Hobsons will increase international student interest to study in the United States, and match quality students with the institutions that are right for them.”

Located in Sao Paulo, Brazil; Hong Kong, China; and Hyderabad, India, Hobsons’ USA Education Centers will serve multiple functions toward promoting U.S. educational opportunities. Advisers will provide students with ample knowledge on U.S. institutions and programs, admissions and testing requirements, and U.S. culture. Advisers will also work hand-in-hand with parents to educate them about the opportunities the U.S. has to offer, and the process that their student will go through toward a U.S. education.

“Studying abroad is a big decision for most students, because the right choice of education will pave the way for a good career,” said Ophelia Lee, director of Maxway Education, Hobsons’ partner in China. “With this center, students will know more about U.S. institutions, so they will have even more choices.”

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In addition to one-on-one advising, the centers will also perform research on student interest in higher education, run focus groups, and represent Hobsons at local student fairs to educate students about international study opportunities.

Hobsons' representatives worldwide are eager to spread the word about U.S. study opportunities to qualified students in their communities.

“With the boom in economy in India, many parents of high school kids are willing to send their children to the best possible schools in the world, especially in America,” said Naveen Yathapu, CEO of Yathapu Consulting Private Limited, Hobsons' partner in India.

“The majority of students are not aware of the educational opportunities they have within the various U.S. universities. The (Indian) USA Education Center will provide students and parents with the best possible information.”

The decision to study in the United States is not one that students and parents take lightly. With the most up-to-date information about U.S. study opportunities, Hobsons partners comprehensive data with a name that students can trust.

“Students look for accurate information from sources they can trust,” said Julio Ronchetti, president of FPP Edu-Media, Hobsons' partner in Brazil. “With more centers like the U.S. Education Center in the market, the easier it will be for students to learn about study opportunities and choose the United States as their education destination.”

Institutions interested in learning more about Hobsons USA Education Centers in these areas, and in other parts of the world, can contact Hobsons U.S. at (800) 927-8439 or visit [www.hobsons.com/us](http://www.hobsons.com/us).

### **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 U.S. division of Hobsons Global, which is the leading provider of global education and careers information, services, and research. For more information, please visit us at [www.hobsons.com/us](http://www.hobsons.com/us).

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