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Russell "Rusty" Greiff Joins 2U as Senior Vice President and Regional General Manager

LANHAM, Md., April 27, 2017 /PRNewswire/ -- 2U, Inc. (NASDAQ: TWOU), a leader in partnering with colleges and universities to deliver the world's best digital education, announced today that education industry leader, Russell "Rusty" Greiff will join 2U as senior vice president and regional general manager.



In his new role, Greiff will oversee a number of 2U client partnerships including directly overseeing 2U's new partnership with Vanderbilt's Peabody College of Education and Human Development. 2U has partnered with Peabody to deliver an online Master of Education in School Counseling and an online Doctorate in Education in Leadership and Learning in Organizations. Greiff will report to Jason "JZ" Zocks, 2U executive vice president of program management.

"We're truly fortunate to bring Rusty aboard, whose deep experience and thought leadership in the realms of education innovation, government and entrepreneurship will bring immediate value to 2U and our university partners," said Christopher "Chip" Paucek, co-founder and CEO of 2U.

"Much of my passion and work has been focused on building and leveraging innovative platforms to transform how we learn and become more connected, thoughtful and productive citizens," said Rusty Greiff, senior vice president and regional general manager at 2U. "I could not be more excited to work with 2U and its dynamic team, higher-ed leaders and university partners to create this impact globally."

Most recently, Greiff served as managing director and general partner at 1776, a global innovation incubator and venture fund. Greiff will remain a partner in 1776's Seed Fund and serve as a senior advisor to 1776 on global innovation and edtech initiatives. While at 1776, Greiff expanded 1776's global strategy, oversaw 1776's global education platform of over 100 edtech companies, and lead its innovation work with university presidents and provosts. Greiff also headed 1776's venture investments in leading edtech companies in higher-ed workforce development. Previously, Greiff was a co-founder, chief strategy and development officer, and board executive at Grockit, which was acquired by Kaplan, Inc. in 2013, as well as Learnist, Inc. a leading curation platform. Greiff has held senior executive roles at Educate, Inc., and USA Networks, Inc. (now IAC/InterActiveCorp), as well as the Office of the Minority Leader and Democratic Steering & Coordination Committee, U.S. Senate; and the Corporation for National and Community Service during President Clinton's first term.

Greiff is a frequent speaker, public contributor and panelist on higher education innovation and entrepreneurship, who serves as a senior advisor or board member to multiple venture funds, national non-profits, academic institutions, foundations, and edtech companies. He is a former Coro Fellow in Leadership, holds a B.A. from Washington University in St. Louis, an MBA from Harvard Business School and has completed coursework at London School of Economics.

About 2U, Inc. (NASDAQ: TWOU)

2U partners with great colleges and universities to build what we believe is the world's best digital education. Our platform provides a comprehensive fusion of technology, services and data architecture to transform high-quality and rigorous campus-based universities into the best digital versions of themselves. 2U's No Back Row® approach allows qualified students and working professionals around the world to experience a first-rate university education and successful outcomes. To learn more, visit 2U.com.

Media Contact:

Shirley Chow
schow@2U.com

Investor Contact:

Ed Goodwin
egoodwin@2U.com

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