



Princeton Review Launches SAT Parent Challenge

Online Quiz Gives Parents A Chance To Experience A College Entrance Exam

NEW YORK, Aug 10, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- To help parents of college-bound students better understand the challenges of the high-stakes SAT college entrance exam, The Princeton Review, Inc. (Nasdaq: REVU), announced today the official launch of its SAT Parent Challenge.

Providing a small sample of the kind of questions students will encounter when taking the SAT, the 12-question online quiz is intended to not only give parents the opportunity to test their academic acumen, but experience -- if only for 15 minutes -- some of the challenges their kids will face when they take the actual, nearly four-hour SAT exam.

Available at <http://inquiry.princetonreview.com/ugrad/satparentchallenge>, the SAT Parent Challenge features questions from each of the three sections of the exam: Critical Reading, Math, and Essay Writing. After completing the quiz, parents will receive their results from The Princeton Review, as well as examples of techniques that may have helped them correctly answer specific questions.

"Not only is today's SAT much harder than it used to be, but many colleges and universities have increased their average score requirements for first-year students," says Robert Franek, Vice President/Publisher at The Princeton Review. "There's also a growing reliance on college entrance exams to determine eligibility for grants and scholarships due to the dramatic increase in requests for financial aid this year. Given all of this, there's no question that parents and students must take these tests seriously and really prepare for them."

Franek noted that according to The Princeton Review's 2009 "College Hopes and Worries Survey," when asked to gauge their stress level about the college application process, student respondents indicated higher levels than their parents. Additionally, stress levels were the highest since The Princeton Review began the survey in 2003.

"Much of this stress can be eliminated if you understand that it's not always about learning more -- or even remembering what you've learned -- but knowing how to approach a question on a standardized test. Bottom line: the right attitude and preparation for taking these tests can be an extremely important influence and play a key role in helping a student achieve the college test score they need and deserve."

As added incentive, parents who take the SAT Parent Challenge between July 3 and August 31, 2009 will be automatically entered into the Parent Challenge Sweepstakes, with three first place winners receiving a Princeton Review SAT Classroom Preparatory Course, valued at over \$1,000.

About The Princeton Review

The Princeton Review (Nasdaq: REVU) has been a pioneer and leader in helping students achieve their higher education goals for more than 25 years through college and graduate school test preparation and private tutoring. With more than 165 print and digital publications and a free website, www.PrincetonReview.com, the Company provides students and their parents with the resources to research, apply to, prepare for, and learn how to pay for higher education. The Princeton Review also partners with schools and guidance counselors throughout the U.S. to assist in college readiness, test preparation and career planning services, helping more students pursue postsecondary education.

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