

FOR IMMEDIATE RELEASE

December 9, 2005

NBMBAA Contact

Alonza Robertson

Alonza@westinrinehart.com

202.466.1933

Hobsons Contact

Melissa Veith

Senior Account Manager

mveith@hobsons-us.com

(513) 699-1902

NBMBAA and Hobsons team up, will publish Black MBA Students' Guide

CINCINNATI, Ohio – (December 9, 2005) - Hobsons, the global student recruitment company, announced a new partnership Friday with the National Black MBA Association (NBMBAA) to deliver a new range of online and print publications promoting the benefits of graduate business education among African American college undergraduates and high school students.

The two groups announced that the première issue of the Hobsons Black MBA Students' Guide will be published in September 2006.

In line with Hobsons' other products in the MBA range, which include the *U.S. MBA Guide*, the *Global MBA Guide* and the *Hispanic MBA Students' Guide*, this first edition of the *Hobsons Black MBA Students' Guide* will provide African-American students across the nation with information on the benefits of an earning an MBA, NBMBAA membership information, profiles of NBMBAA sponsor colleges and universities, scholarship and financial aid information along with a directory of all MBA programs in the United States.

Distribution of 15,000 copies of *The Hobsons' Black MBA Students' Guide* will take place through a variety of channels and will be free-of-charge to students. Key distribution points include NBMBAA's 39 chapter offices, NBMBAA's activities and events such as the NBMBAA Annual Conference and the *Ntential* program, human resource departments of corporate sponsors, and career planning offices and undergraduate business programs at supporting colleges and universities.

Hobsons and the NBMBAA are also exploring the possibility of sending no-cost copies directly to the almost 9,000 black GMAT test-takers each year.

“No matter whether you are an NMBBAA member, an undergraduate or a high school student contemplating obtaining a formal business education, this new guide will prove to be invaluable,” said Barbara Thomas, president and CEO of the NMBBAA. “We are proud to collaborate with organizations that aim to help us achieve our vision of increasing economic and intellectual wealth within the African American community.”

“According to official GMAT figures, only 7.6 percent of all GMAT test-takers in the USA in the academic year 2003-04 were African-American, down from 8.7 percent in 2000-01.”, said Craig Heldman, president of Hobsons USA.

“Both the NMBBAA and Hobsons would like to see this number rise to reflect at least the 13 percent figure African-Americans represent within the current USA population. To get there we will need to continue to educate these potential MBA students about all the options open to them and to help them broaden their horizons. The more tools we can give these students to help guide them in their journey through academic life and to fulfill their potential in the professional world, the better society will be for it, “ he said. “Hobsons is proud to be working with NMBBAA on such a venture.”

MBA programs interested in participating in *The Hobsons' Black MBA Student Guide* should contact Melissa Veith at Hobsons at (800) 927-8439 or send an e-mail inquiry to mveith@hobsons-us.com.

About NMBBAA

Celebrating its 35th anniversary this year, the National Black MBA Association is dedicated to creating partnerships that result in intellectual and economic wealth in the black community. With more than 7,500 members, the association, which is headquartered in Chicago, represents 100,000 MBA graduates. The NMBBAA has 39 local chapters across the United States. For more information on the NMBBAA, please visit www.nmbaa.org.

About Hobsons

Hobsons Americas delivers 24 online and offline publications to help students learn more about educational and career opportunities available to them. More students and young professionals use a Hobsons product or service to choose a university or career than any other company.

Hobsons is a member company of DMG Information, a division of the Daily Mail and General Trust plc. The DMGT is one of the oldest and most successful media organizations internationally. With more than 30 years of publishing experience, the London-based company has become a global presence. With nearly three million copies of more than 200 publications distributed annually, Hobsons is the single largest provider of education and recruitment information worldwide. For more information, visit www.hobsons.com.

###