



Thomson Peterson's Teams with the Greenses to Make Private College Consulting Accessible to Families from All Walks of Life

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Peterson's College Consulting service offers anxious families convenient, affordable, one-on-one online college admissions guidance

LAWRENCEVILLE, N.J., Jan. 31 /PRNewswire-FirstCall/ -- As student-to- guidance counselor ratios rise above 300 to 1, effective and affordable resources for college counseling and planning are difficult to find. Thomson Peterson's, the nation's leading provider of college admissions services and part of the Thomson Corporation (NYSE: TOC; TSX: TOC), believes that all families deserve personalized college planning advice and shouldn't have to spend thousands of dollars to get it. Peterson's College Consulting service, developed in conjunction with Howard and Matthew Greene, America's foremost college-admissions experts and co-hosts of two PBS college admissions specials, offers a suite of online services, including one-on-one phone sessions with a live private consultant.

One-on-one consulting sessions form the core component of the service. Students are assigned a specific consultant depending on their academic and career goals, special needs, athletic talents, or general interests. Consulting sessions are highly personalized and targeted to the specific needs of the student or family, whether they're high school freshman mapping out a course schedule, juniors just starting to narrow down college choices, or seniors starting the interview process. Sessions are held via telephone and are purchased in blocks of time according to the level of service selected. Following each session, the counselor provides the student with detailed written feedback, including a synopsis of the discussion and recommendations for next steps.

The consulting team consists of admissions professionals whose expertise is rarely available for private guidance. They include many with insider knowledge of the college admissions process, including deans of admission, admissions officers, directors of guidance, financial aid directors, independent consultants, and former Olympians. Howard, a former admissions officer at Princeton University, and Matthew Greene, who have co-hosted two PBS specials on college admissions, Ten Steps to College with the Greenses, and Paying for College with the Greenses, co-developed the service, have more than 35 years of experience preparing students for college. They have authored numerous books on college admissions and higher education, including the 6- volume Greene's Guide to Educational Planning series.

"Peterson's College Consulting levels the playing field and provides personalized college planning and advice when it matters most. All families who plan to send a student to college can reap the benefits of a private college consultant," said Mary Gatsch, President of Thomson Peterson's. "And we're proud to work with such a high caliber of admissions professionals, who know what it takes for a student to stand out in a highly competitive admissions landscape. That's what makes our service unique."

In addition to the one-on-one consulting sessions, Peterson's College Consulting also offers a free monthly college planning e-newsletter that is sent directly to students, and free one-hour weekly online chat sessions with admissions and financial aid experts, including the Greenses, who answer students' and parents' questions on topics specific to their unique situation.

For more information about Peterson's College Consulting, visit <http://www.petersons.com/pcc>.

About The Thomson Corporation and Thomson Peterson's

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