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IECA and CollegeSolved Announce New Strategic Partnership

Fairfax, VA—April 18, 2011—The Independent Educational Consultants Association, the nation's leading organization representing independent school and college advisors working in private practice, and CollegeSolved, a newly launched and significant provider of Web-based information for college-bound families, announced a strategic partnership to bring greater help to students and their parents exploring educational opportunities.

"We are excited to partner with CollegeSolved," said IECA Executive Director Mark Sklarow. "Although having launched just a short time ago, they have distinguished themselves by the quality of their Web site and their network of student and counseling experts. We are excited to see their effort to expand knowledge to students across the world as well as throughout the country."

CollegeSolved was founded by Hayward Majors and Andrew Ullman. The Web site provides high school students an opportunity to interact with students on college campuses around the country as well as search for highly qualified independent educational consultants (IECs) appropriate for their needs. Said Majors, "IECA is the unqualified leader in its field. This partnership will help provide families with exceptional choices, allowing them to search for counselors based on their expertise in areas including financial aid, the arts and learning disabilities, as well as their proficiency in serving the needs of international students."

About IECA

IECA was founded in 1976 as a nonprofit, professional association of established educational consultants. IECA member educational consultants are professionals who assist students and families with educational decision-making. Their educational backgrounds, specialized training, campus visitations, and professional experience equip them to help students choose schools, colleges, or programs that meet their individual needs and goals. Membership in the association requires consultants to meet IECA's professional standards and subscribe to its Principles of Good Practice. Members continually update their knowledge and maintain skills through IECA-sponsored meetings, workshops, training programs, and information exchanges with colleges.

About College Solved

CollegeSolved™ is a Web-based service that provides the first truly virtual-to-personal experience for the college search and admissions process through its three core products: SearchSolved™, CollegiateChat™, and CounselorConnect™. SearchSolved is a better way to search for colleges, allowing users to filter dynamically through thousands of not-for-profit U.S. institutions of higher learning for *free*. Each college has a detailed information page with comprehensive, consolidated content not found together on any other Web site, including thousands of videos featuring attractive highlights and unique facts about each school. CollegiateChat is a searchable network of currently enrolled campus ambassadors available to talk on secure, private phone calls with prospective college students from around the world.

Users can choose from ambassadors on 650+ campuses in all 50 states, including all of the U.S. News & World Report™ Top 100 National Universities, Top 15 Liberal Arts Colleges, and the Seven Sisters, as well as all of the schools from every major collegiate sports conference. CounselorConnect is the world's largest searchable network of high quality, pre-screened independent educational consultants available to assist high school students and parents with their college search process. Users can search for experts based on pricing and a number of specializations including Learning Differences, International, Gap Year, Emotional & Behavioral Disabilities, NCAA Athletics, and others. The Web site launched in early April 2011 and can be found at www.collegesolved.com.

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