

News Release

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FOR IMMEDIATE RELEASE

DELTAK WORKING WITH PURDUE UNIVERSITY TO EXPAND ONLINE PROGRAMS

Online Education Leader Working With One of the Largest Universities in Indiana

Chicago, IL (March 14, 2011) –Deltak edu, Inc., the leading provider of online higher education services, today announced it will be working with Purdue University to expand its online degree programs.

Deltak will facilitate the launch of Purdue’s online degree program offerings, providing services that include strategic planning, online course development, faculty support, marketing, and student recruitment and retention. Deltak’s proven business model has been instrumental in the successful launches and continued support of over 70 online degree programs with other colleges and universities.

“We are excited to be working with Purdue University. As the market for online degrees becomes increasingly competitive, a robust strategy for market entry and support services is essential, even for top ranked schools,” said Craig Pines, President and CEO, Deltak. “We are excited to apply our experience and expertise in extending Purdue University’s degree programs to broader, more diverse audiences.”

Colleges and universities looking to enter and succeed in the online education market often find they lack the resources and/or expertise to be responsive and successful. A growing number are choosing to align with online education services experts, allowing them to focus on delivering quality degree programs while benefitting from the knowledge and scale of the services firm, resulting in increased enrollments and brand expansion.

“The decision to deliver select degree programs to online audiences is a key part of Purdue’s New Synergies strategic plan,” said Mark Pagano, Dean of Continuing Education and Conferences at Purdue. “Part of our plan is to experiment with new mechanisms to provide Purdue’s high quality programs to new learners. Working with Deltak represents an innovative approach that will facilitate the program launch by providing broader access quickly and in a convenient manner.”

Purdue’s first online degree program as part of this arrangement will launch in Fall 2011.

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About Deltak edu, Inc.

Deltak has been an industry leader and innovator in higher education and online learning for more than 12 years. Through collaborative partnerships, Deltak works with traditional colleges and universities to expand the reach of their master's, doctoral, and bachelor's degree programs, bringing the unique mission of each partner institution to new audiences and increasing both enrollments and revenue. Deltak's partners benefit from their expertise and capabilities in market strategy, operational management, marketing, student recruitment, student retention services, faculty support, and online course development. Together, Deltak and its partners innovate to succeed in an increasingly competitive and dynamic higher education market. Visit www.Deltak-Innovation.com for additional information about Deltak.

About Purdue University

Purdue, a land-grant school founded in 1869, became famous for its excellence in aerospace, engineering, and science. Ranked 18th among all public universities, its endowment has consistently ranked in the top 10 among public universities. Purdue is noted for its interdisciplinary approach and its colleges include science, technology, engineering, agriculture, pharmacy, veterinary medicine, management, education, liberal arts and health and human sciences. The university also is home to Ei-ichi Negishi, the 2010 recipient of the Nobel Prize in chemistry and two World Food Prize winners (the only university in the nation to hold that distinction). Its research parks form a pipeline of innovation across the state focused on the mission of discovery with delivery.