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## Innovation Ads Partners With theU.com and collegeOTR.com

**NEW YORK, Nov. 30** /PRNewswire/ -- Innovation Ads, Inc., a provider of comprehensive enrollment management solutions for colleges and universities has added <http://www.theU.com> and <http://www.collegeOTR.com> to the company's robust portfolio of online education portals. A leading destination for college-bound web users, theU.com has matched over 1,000,000 students with a wide variety of degree programs. This investment will perform two critical functions for Innovation Ads: help the company's flagship enrollment management and education lead generation divisions to better service academic partners, and further establish the company as the premier resource for students who are researching where to attend college.

"When I started theU.com in my dorm room at Columbia University, my number one goal was to help high school students make their first major life decision: where to go to college," reports Doug Imbruce, Founder and CEO of <http://www.theU.com>. "Our commercial success is a direct result of a true passion for helping students. Innovation Ads will help <http://www.theU.com> to continue its proud tradition, and roll out several exciting new web properties focused on assisting individuals of all ages in maximizing their personal potential."

theU.com allows students to preview a wide variety of degree programs by employing features that range from the portal's flagship "MTV-style" college video tours; hundreds of hours of user generated content; a proprietary "college matchmaker" feature; over 5,000 "college confessions" -- uncensored student reviews of colleges; and much more. These features will provide Innovation Ads with top quality traffic, enabling the company to deliver a greater number of qualified enrollments to its academic partners.

The enrollment management and education lead generation divisions of Innovation Ads provide schools with more students at a lower cost per start. "Iain Grae and I built Innovation Ads with one goal in mind: to be the premier resource for schools that are looking to recruit more students," said Michael Lastoria, CEO and co-founder of Innovation Ads, "our firm has transitioned into a dual-platform model, servicing two types of clients: students who are searching for schools, and schools that are looking to recruit more students. The passion that <http://www.theU.com> has for helping students is the perfect complement to our mission to serve colleges and universities. By adding top-quality tier-one portals like <http://www.theU.com> and <http://www.collegeOTR.com> to our portfolio, we add even more value to both sides. Doug and his team have done an outstanding job bringing his web properties to where they are-we look forward to a relationship that will allow both parties to continue on our trends of explosive growth."

### About Innovation Ads

Innovation Ads is a Comprehensive Enrollment Management Solutions provider. The Company helps colleges and universities to generate applications and enrollments by leveraging a network of over 600 proprietary and affiliate internet portals, the second largest DRTV media buying capacities in the country, The Academic Advising Center, and proprietary enrollment management software. Innovation Ads is headquartered in New York, New York. Website: <http://www.innovationads.com/pr>

### About theU.com

As a leading college-bound destination, <http://www.theU.com> connects leading higher education and consumer-oriented brands with the student audience. Past and current clients include: DELL; The CW television network; The University of Phoenix; Citicards; Astrive (First Marblehead) Student Loans; The Princeton Review; AOL; Barnes & Noble's Sparknotes.com; and many more. <http://www.theU.com> was most recently awarded "4.5 stars" from The NY Times.