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THE U GIVES AN INSIDER'S LOOK AT COLLEGES

DVD series shows prospective students what campus tours and Web sites can't—or won't

NEW YORK — November 16, 2005 — **The U** (www.TheU.com) today launched the first DVD series featuring unauthorized "Insider's Tours" of America's 50 most popular colleges, hosted by stars from shows on The WB. Created by students, for students, **The U** is a no-holds-barred look at all aspects of campus life—including academics, professors, the social scene, and more.

"At a time when travel costs and time constraints make it difficult for high school students to visit as many colleges as they're considering, **The U** gives the information they need—and can't get from the school itself," said **The U** founder Doug Imbruce. "**The U** shows you what a college is *really* like...right from your couch."

The U includes more than 12 hours of content, covering *The Ivy League*, *The Northeast*, *The Midwest*, *The South*, and *The West*. Each school tour was produced with currently enrolled students, and mixes candid student interviews with footage of the campus, facilities, and more, plus "grades" collected from over 10,000 student surveys. Free previews of all 50 campus tours and sample full-length episodes are available at www.theU.com.

Endorsed by *US News & World Report*, **The U** was conceived by Columbia graduate Doug Imbruce. Several tours are hosted by Imbruce's business partner, actor Gregory Smith, star of The WB's hit *Everwood*. Additional tours are hosted by WB stars including Hilarie Burton, Kristen Kreuk, James Lafferty, David Gallagher, and others.

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Explains Smith: "We've made a pressure-filled, life-altering decision as easy as pressing play. Students describe their schools in their own words, so the information is honest and relevant."

This groundbreaking DVD series is available now at www.theU.com, priced at \$14.95 each or \$39.99 for the set of five.

About The U

Founded in 2005, The U is dedicated to providing college-bound teens with the information they need to make the most important decision of their lives. The flagship offering is a DVD series offering an insider's look at America's top colleges. The DVDs—endorsed by *US News & World Report* and hosted by stars from The WB—feature honest, unauthorized perspectives on colleges from currently enrolled students. The U was created by Columbia graduate Doug Imbruce with business partner Gregory Smith (The WB's *Everwood*). Sneak previews of all 50 tours and free full-length samples can be found at www.theU.com.

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