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## To Whom It May Concern:

Naviance, Inc. develops, supports and is the sole source for purchasing Naviance services. Naviance is a college- and career-readiness platform that connects academic achievement to post-secondary goals. Its comprehensive college and career planning solutions optimize student success, enhance school counselor productivity, and track results for school and district administrators.

The solution enables schools and districts to build personalized learning plans for students that align with college- and career-readiness objectives. Naviance includes unique technology, subject to trademark and copyright protection, and is the only solution of its kind on the market that:

- Offers a holistic, customizable approach to college and career planning for both middle and high school students;
- Enables school and district staff to create personalized college-readiness plans that link students' skills and areas of interest to their college and career goals;
- Provides automated reminders to students of pending college- and career-readiness tasks;
- Offers the Naviance College and Career Readiness Curriculum, a blended learning experience that helps students develop critical college knowledge and non-cognitive skills, and helps schools measure readiness for students in grades 6-12;
- Includes over 3,500 videos of leaders discussing their career paths, challenges they faced, and successes from content provider Roadtrip Nation;
- Provides a mobile app for students that syncs with Naviance tasks and college research and allows students to communicate with counselors from an iPhone or iPod touch;
- Allows schools and districts to send e-mail messages to students based on the completion of tasks;
- Offers the game-based Naviance Test Prep for ACT Aspire™, ACT®, SAT®, and Advanced Placement® courses leading to a 16% average score improvement when used regularly;
- Includes a rich-media authoring environment for tasks and programs that foster high student engagement;
- Works in collaboration with the National Student Clearinghouse to allow schools to subscribe to the Clearinghouse's StudentTracker data directly through Naviance to measure the college retention and graduation rates of their alumni;
- Includes a progress-monitoring dashboard to identify students failing to meet key milestones;
- Offers Gallup's StrengthsExplorer® assessment for grades 6-10;
- Integrates Do What You Are®, Learning Style Inventory, MI Advantage™, and Career Key™ assessments into customized student learning plans;

- Allows counselors to track and report their time at work in line with the ASCA National Model®;
- Includes proprietary SchoolSync™ technology, subject to copyright, allowing automated data exchange between Naviance and virtually any third-party student information system;
- Provides electronic document and transcript delivery services for the largest number of participating colleges (currently more than 2,000) of any college and career readiness platform, and the only full integration with The Common Application®;
- Tracks state assessment scores and exhaustive standardized test results (e.g., HSPT®, SSAT, TerraNova™, TOEFL®, International Baccalaureate®, Advanced Placement® SAT®, PSAT®, ACT®, and historic PLAN® and EXPLORE® scores);
- Supports an unlimited number of user roles and customizable permissions to secure access to student data;
- Supports single sign-on and delegated authentication to users via LDAP and Active Directory®;
- Incorporates a proprietary College Power Score™ to measure the rigor of each students' course history and plans;
- Includes intelligent, user-customizable surveys that can be pushed to users based on multi-criteria search to direct students and parents to surveys without requiring sign-in;
- Supports group e-mail to students and/or parents with targeting based on multi-criteria search;
- Provides specific interfaces to the Naviance student and family portal, Family Connection™, that can be customized for grades 6-12, alumni, and parents;
- Includes exclusive access to the Naviance Marketplace, an eco-system of additional solutions that integrate with Naviance and/or offer special pricing to Naviance customers, including x2VOL for community service hour management and Total Reader for online reading assessment.

Naviance, Inc., a subsidiary of Hobsons, is a Delaware corporation headquartered in Arlington, Virginia. The company's federal tax identification number is 20-4027223.

Yours truly,



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