

Kaplan. Experience Expertise.

GMAT^{*}

► Your GMAT score is critical to your future.

Here's why: Business schools use the GMAT to measure applicants in a standard way. Admissions committees use your score as a predictor of your success in the first year of their M.B.A. program. So a high score is vital.

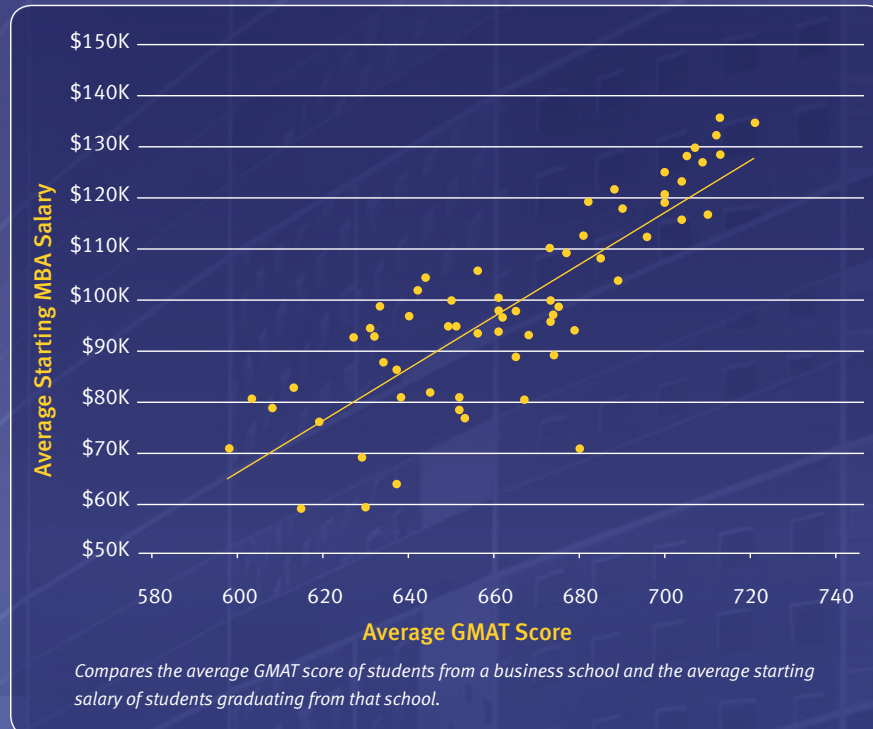
Let's consider the facts:

- 44% of admissions officers say that a low GMAT score is an “application killer.”¹
- The top 25 b-schools only accept 22% of applicants.²
- The average GMAT score is around 540. The latest *U.S. News & World Report* guide notes that the top 30 programs have an average GMAT score of at least 660 (82nd percentile).²
- Every 10-point increase in your GMAT score can mean another \$5,000 in your starting salary out of b-school.²

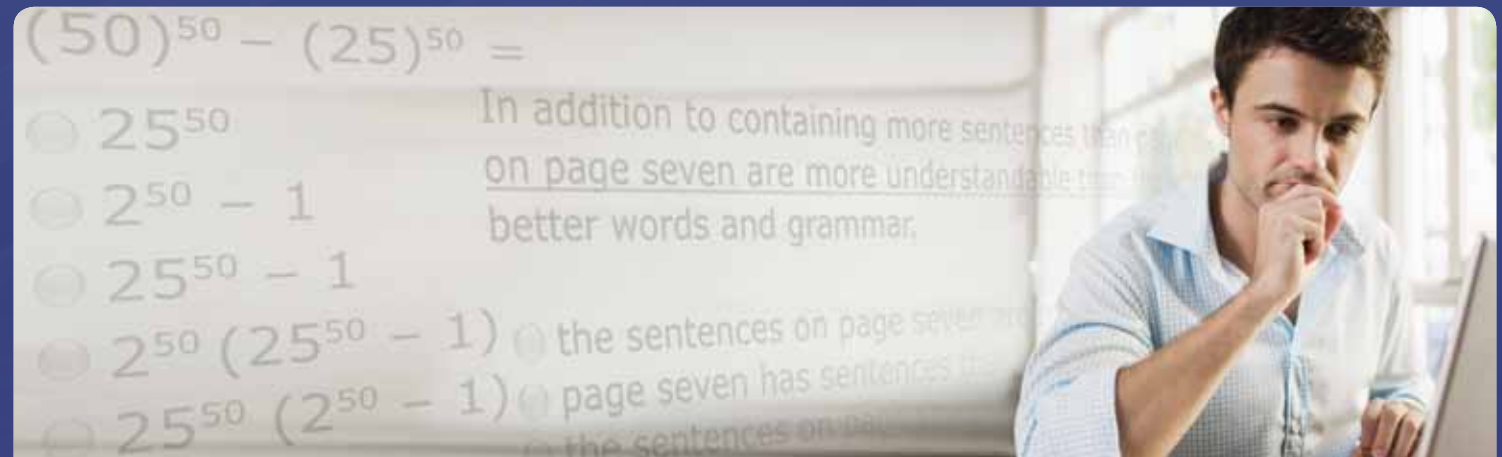
What Score Do You Need?

Rank	School	Average GMAT Score
1	HARVARD	720
2	STANFORD	726
3	WHARTON	714
3	NORTHWESTERN (KELLOGG)	710
5	MIT (SLOAN)	708
8	DARTMOUTH (TUCK)	712
9	COLUMBIA	709
13	MICHIGAN (ROSS)	706
20	USC (MARSHALL)	692
22	EMORY (GOIZUETA)	680

GMAT Score vs. Starting MBA Salary



Source: ¹ Kaplan Business School Admissions Officer Survey, August 2009 ² USNews.com Best Business Schools Rankings, 2010



► Why prep for the GMAT? It's not exactly what you'd expect.

The GMAT is unlike most exams you've taken during your academic experience. Let's take a look:

The computer-adaptive format

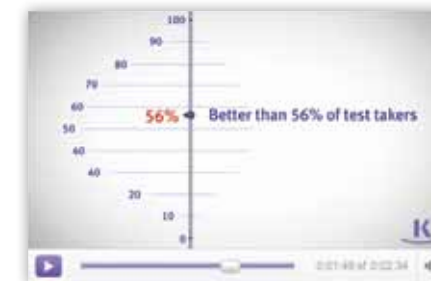
The GMAT is a computer-adaptive test—or CAT. The CAT provides a unique challenge because it adapts to your performance as you progress through the test. Understanding how the GMAT works, and learning strategies on how to best approach it, will help you score higher.

A focus on critical thinking

On the surface, the GMAT covers basic math, verbal, and writing skills—topics you covered in high school. Dig a little deeper, however, and you'll discover the GMAT really focuses on your critical thinking skills. This includes your ability to make decisions with limited information, manage time under pressure, recognize patterns, and approach problems strategically. You'll need to fine-tune these skills to score higher.

Learn more at kaplanGMAT.com

► Inside the GMAT



Find out how the GMAT relates to business school, what sections comprise it and how it's scored.

► What is the CAT?



Learn all you need to know about the computer-adaptive format of the GMAT and how to best prepare for it.

► Why prepare for the GMAT with Kaplan? We're not exactly what you'd expect.

Kaplan pioneered the test prep industry. We've been at the leading edge ever since, providing our students with **the most personalized prep available, unmatched expertise, and guaranteed results.** You will score higher on the GMAT—guaranteed, or your money back†. Here's how:

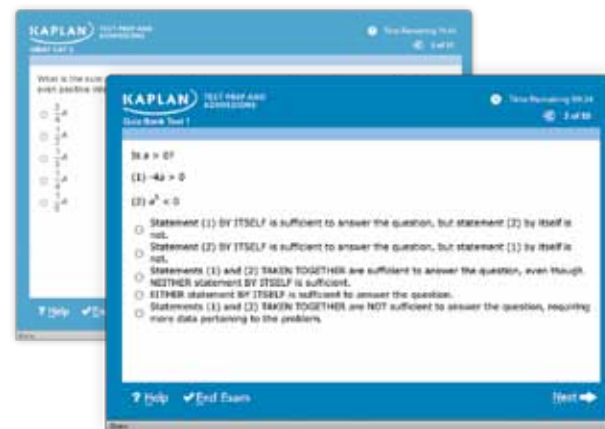


The Official Test Day Experience

Test yourself with the Official Test Day Experience, and you'll have the opportunity to take any of your practice CATs at an official Pearson/GMAT Testing Center. You'll experience actual testing conditions—*before your score counts*. It's the most realistic practice available, and only available at Kaplan.

Unmatched Practice

Practice makes perfect. With Kaplan, you can practice relentlessly with more than 6,000 questions. Try actual questions from *The Official Guide to the GMAT*, target your practice with custom online quizzes through Quiz Bank, and get the computer-adaptive experience with nine proprietary CATs. You won't find more practice opportunities anywhere.

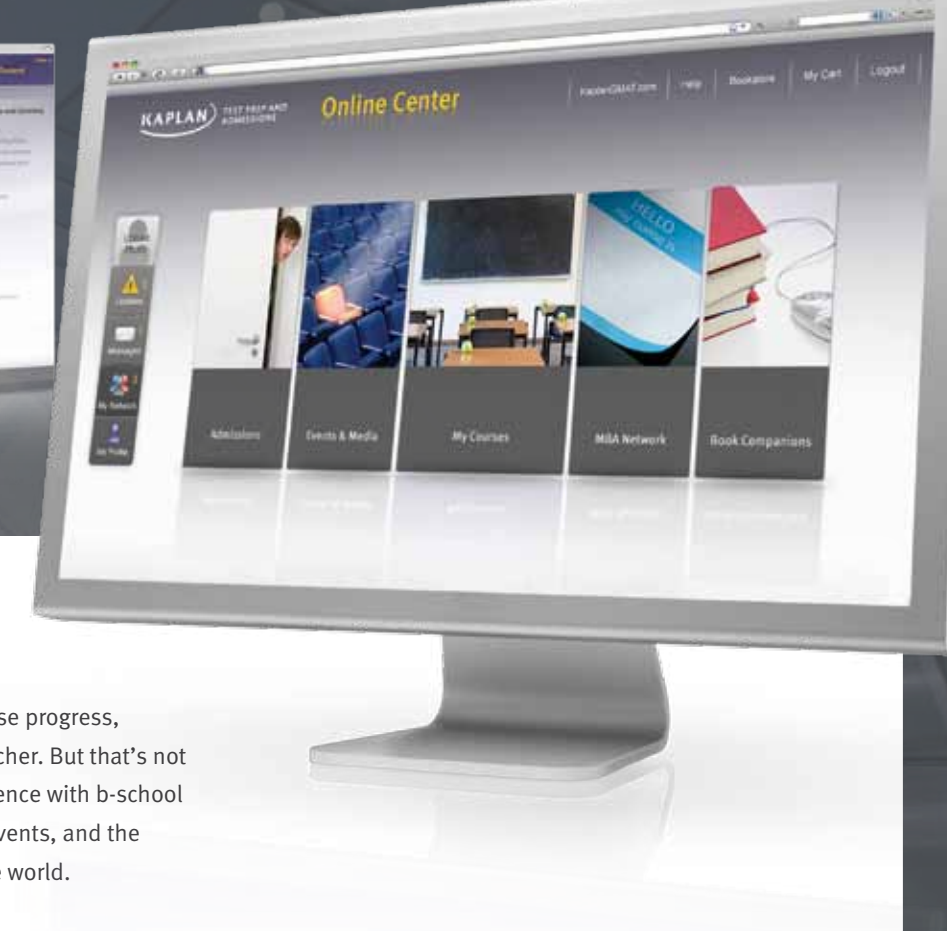


Smart Reports™

Every test taker has different needs. That's why a personalized course is essential to a higher score. Smart Reports™ is how we achieve it. This exclusive system analyzes your practice test performance and provides recommendations on where to target your prep. With Smart Reports, you'll focus on the areas that provide *your* greatest opportunity for score increase.

The Online Center

The Online Center is where you'll manage your course progress, access online resources, and connect with your teacher. But that's not all. The Online Center enhances your Kaplan experience with b-school video-on-demand, admissions advice, live online events, and the ability to network with future MBAs from around the world.



Expert Faculty

Did you know that it's actually more difficult to become a Kaplan GMAT teacher than it is to get into many top b-schools? Only one in six make the cut. Every Kaplan teacher is a seasoned teaching professional who has achieved a top GMAT score. They'll help you master the content and keep you motivated throughout the course.



Adi Hanash
Expertise: 476 students taught and counting



Claire Molloy
Expertise: 1074 students taught and counting



Joshua Allen
Expertise: 979 students taught and counting



Devin Landin
Expertise: 1291 students taught and counting



Dennis Yim
Expertise: 671 students taught and counting



► Compare us to the best of the rest.

We know that you're looking at the competition. And you should—GMAT prep is an important investment. As you do, we encourage you to ask these questions. When you get the answers, we think you'll find that Kaplan is the only choice for your GMAT prep.

1. Is the practice realistic?

At Kaplan, you'll take practice tests in the computer-adaptive format. And with our exclusive **Official Test Day Experience**, you can take those CATs at a Pearson/GMAT Testing Center, and experience actual test conditions. You can't get more realistic than that.

The rest? No other company offers the ability to take practice tests at an actual testing center.

2. Is sufficient practice available?

At Kaplan, you'll access more than 6,000 practice questions through nine proprietary CATs, online topical quizzes, the Quiz Bank, and *The Official Guide to the GMAT*.

The rest? No other company offers more proprietary CAT experiences or more practice.

3. Is the program tailored to your needs?

At Kaplan, you can choose from a suite of 14 courses, including the industry's only score-qualified course, GMAT Advanced. Once you're enrolled, your course is expertly tailored to your needs by Smart Reports™.

The rest? No other company has a score-qualifying course. Smart Reports™ is proprietary to Kaplan.

4. Does the company have a history of success?

Kaplan pioneered GMAT prep more than 40 years ago. You'll benefit from the combined expertise of thousands of teachers, testing experts, and curriculum specialists. It's the reason why more Kaplan GMAT students get into b-school than with any other company.†

The rest? No other company has as much experience as Kaplan. Many are start-ups or "mom-and-pop" operations.

5. Are your results guaranteed?

We offer the most comprehensive guarantee in the industry. If you feel you're not ready to take the GMAT, prep with us again for free. If you're not satisfied with your score increase—no matter how high—prep with us again for free. And if you don't score higher, prep with us again for free or get your money back.

The rest? No other company offers a more comprehensive guarantee. Many have restrictions and limitations or hidden fees for repeat courses.

► Find the right course for you.

GMAT Classroom

Our most popular option offers targeted and focused prep designed for students who need to balance a complete course with their busy lifestyles.

- 9 class sessions
- Extensive schedules and locations
- Live Online classes available

GMAT Advanced

This fast-paced course brings high-scoring students together to focus on the most advanced content. It's specially designed for strong test takers who want an extra edge.

- 9 class sessions
- 600+ score required on a previous GMAT or diagnostic test
- Faculty have scored in the 99th percentile³
- Live Online classes available

GMAT Private Tutoring

An expert tutor designs a one-on-one, custom program around your individual needs, goals, and schedule. It provides the ultimate in tailored GMAT prep.

- Available in 15-, 25-, or 35-hour options
- Includes access to a GMAT Classroom or GMAT Advanced course
- Live Online tutoring available

GMAT Premium Online

This convenient option offers the complete GMAT program delivered online, at your pace. It's ideal for those who want a self-study option.

- 9 sessions delivered via online video
- Email academic support
- 24/7 access

Math Refresher

Rusty on math? This refresher course is designed to build a strong foundation in the basic math skills essential for success on the GMAT.

- 3 class sessions + 2 hours of private tutoring
- Combine with your course and save
- Live Online classes available

Other Options

- Create an application that stands out with Business School Admissions Consulting.
- For the latest on the GMAT, admissions, financial aid, and more, visit the B-School Bookstore. Learn more at kaplanGMAT.com.

³ GMAT percentile based on performance on the GMAT or on either GMAC's GMATPrep exam or a simulated GMAT developed and administered by Kaplan under test-like conditions.

Get the Live Online Experience.

Get the ultimate in convenience and prep from anywhere without sacrificing live instruction and classroom interaction. With Kaplan's GMAT Live Online options, you'll participate in live, streaming video sessions and interact with your teacher, teaching assistant and the rest of the class with chat, polls, and a digital whiteboard.

Enroll in Live Online and the classroom comes to you.



Take it from your peers. Experience the Kaplan difference.

“It had been years since I had taken a standardized test and I had never taken a computerized test before. Kaplan helped me familiarize myself with the test structure and questions so I was able to answer confidently on exam day.”

“My teacher was extremely receptive to questions in and out of class and clearly grasped the strategic approach to this test. A+”

“I love the fact that I have a nearly limitless pool of questions and opportunities to take the CAT. This has been a very encouraging program.”

“Great job! Really enjoyed class when you taught. You managed to make an online class feel interactive and fun.”

“Resources galore!”

Kaplan is proud to partner with Fortune 500 Companies—including **Goldman Sachs**, **Time Warner**, and **UBS**—to provide their employees with the very best in customized GMAT prep programs.

To learn more about offering GMAT prep or business school admissions expertise to your employees, please email corporatepartners@kaplan.com or call 1-800-KAP-TEST and ask about our Corporate Education Programs.

Proud Supporters of:



The only nationally accredited test prep provider**



Proud Supporters of:

TEACHFORAMERICA

Proud Supporters of:



Prep smarter, score higher—
guaranteed or your money back!†

1-800-KAP-TEST | kaplanGMAT.com

KAPLAN TEST PREP AND
ADMISSIONS

*GMAT is a registered trademark of the Graduate Management Admission Council®. Kaplan materials do not contain actual GMAT items and are neither endorsed by nor affiliated in any way with GMAC.
†Conditions and restrictions apply. For complete guarantee eligibility requirements, visit kaptest.com/hsg. The Higher Score Guarantee applies only to Kaplan courses taken and completed within the United States, Puerto Rico, Canada, Mexico, the United Kingdom, and France. ‡People refers to adults who took the GMAT and a course to prepare for it, were accepted into business school and participated in the survey. The Harris Interactive® online study for Kaplan was conducted between December 6th and 21st, 2007 among 196 US adults who applied to and were admitted into business school, of whom 181 took the GMAT and a course to prepare for it.