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## Bridges Transitions Inc. Profile

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Bridges is a leading provider of products and services used by schools, universities and agencies to help people achieve education and career success. Over 13,000 schools and agencies use Bridges' products and services. Bridges' planning and exploration products give students and adults in transition reasons to achieve more -- exploring all their options, setting goals and making plans to get there.

Bridges has built a leadership position developing and selling tools that motivate people to find reasons to achieve. Bridges' education and career planning products help schools add real-world context to education, connecting student learning with what they want to be in life. Versions of these resources are effectively used by career agencies to assist adults in career transition, to explore their options and make plans for successful career moves.

Bridges Transitions provides comprehensive products and services that address a wide range of education needs. We draw on nearly three decades of organizational expertise to deliver solutions you can count on for affordability, ease-of-use, quality, reliability and exemplary support.

Bridges' *Choices* software, introduced in the 1970s, was among the world's first electronic career development tools and continues to lead the way for career information delivery systems. Our popular *Choices Explorer* resource, introduced in 1995, was among the first online career exploration and planning services for high schools and is the leading online exploration tool in high schools.

## The *Explore • Plan • Achieve* Methodology

Bridges teaches a method for planning and self-management called '*Explore • Plan • Achieve*.'

- **Exploration** is the motivational foundation for planning. Exploration activities expand student awareness and enthusiasm for educational, work and recreational possibilities.
- **Planning** is focusing students on a meaningful and self-sustaining future. Increasing the number of students who see reason to participate actively in school is a great graduation rate and student achievement strategy.
- **Achievement** is the act of putting plans into practice, and developing those plans over time.

Once learned, this method will be used by individuals to manage personal, education and work transitions throughout their lifetime.

All Bridges products and services are organized around *Explore • Plan • Achieve*.

Bridges makes a difference to young people needing academic improvement and direction, to counselors and educators needing support, and to schools or districts needing more students to stay in school and successfully move on to college.

Bridges has significantly expanded its product line with partner-built online test prep courses that help schools improve student performance on pre-collegiate tests -- Scholastic Assessment Test (SAT<sup>®</sup>), Preliminary SAT (PSAT) and ACT<sup>™</sup>.

Today, the Company's largest market -- U.S. high schools -- is focused on meeting requirements for scientifically based student improvement. Bridges is ideally positioned to sell highly effective test prep courses through its existing relationships with a leading share of U.S. high schools. These test prep products present a significant opportunity to expand market share well beyond the Company's traditional "career development" market. The combination of products and services available from Bridges today gives students motivating reasons and proven ways to achieve higher test scores. And Bridges products give educators proven ways to improve overall school performance.

Bridges' testGEAR<sup>™</sup> online test preparation courses offer every student a personalized study plan in an online, easy to access, appealing format giving them the motivation and tools to achieve. Proven academic improvement is within the reach of every high school -- and every student -- with testGEAR courses for SAT, ACT, PSAT, and state exit exams (math, English language arts, social studies and science).

Bridges is a public company trading on the Toronto Stock Exchange, (TSX), Canada's senior exchange. Bridges trades under the symbol BIT and is headquartered in Kelowna, B.C., with an office in Oroville, Washington.

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## Contact Information

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