

# NEWS from

## NATIONAL ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

### **FOR IMMEDIATE RELEASE**

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### **Peterson's and Bridges' eGuidanceCenter** **Awarded NACAC Seal of Approval**

Alexandria, VA—Peterson's and Bridges.com's eGuidanceCenter™, an online high school product designed for career and college planning, has been awarded the Seal of Approval from the National Association for College Admission Counseling (NACAC). The Seal identifies the eGuidanceCenter as a quality resource for students, parents and counselors.

The eGuidanceCenter is an online, comprehensive career and education planning subscription service, incorporating a full range of exploration, planning, test prep and application resources into a single package. High school students can work on their own or with their parents and counselors to set goals and create a focused plan for the future. Educators have access to an abundance of professional resources as well. It delivers the most advanced, most integrated career and education planning resources for students, parents and counselors with access to Bridges.com's CX Online™ and eChoices™, and to Peterson's test prep tools, college and scholarship search, the Guidance Handbook and other leading education resources. For more information, educators can go to [www.bridges.com/eguide/couns.htm](http://www.bridges.com/eguide/couns.htm) or they can call 800/281-1168 for demo access or a virtual tour of the eGuidanceCenter.

### **About the Seal of Approval**

The Seal of Approval program is designed to help students and families make choices about the growing number of admission counseling resources that are available as they consider options beyond secondary school. The program is also designed to help individuals and companies gain wider exposure and visibility among students, families, admission counseling professionals, and other important segments of the college admission market. The Seal of Approval is awarded solely to products and services that meet the NACAC Mission Statement and NACAC standards of utility, accessibility and integrity. NACAC considers items that further its charitable and educational mission to support and advance the work of counselors as they assist students in realizing their full educational potential.

### **About The Thomson Corporation and Peterson's**

The Thomson Corporation ([www.thomson.com](http://www.thomson.com)), with 2001 revenues of \$7.2 billion, is a global leader in providing integrated information solutions to business and professional customers. Thomson provides value-added information, software applications and tools to more than 20 million users in the fields of corporate and professional training, assessment and testing, higher education, reference information, law, tax, accounting, financial services, and scientific research and healthcare. The Corporation's common shares are listed on the New York and Toronto stock exchanges (NYSE: TOC; TSX: TOC). Its learning businesses and brands serve the needs of individuals, learning institutions, corporations, and government agencies with products and services for both traditional and distributed learning. As part of The Thomson Corporation, Peterson's is one of the nation's most respected providers of lifelong learning books and

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online resources focusing on the educational search, test preparation, and financial aid markets. Peterson's leading book imprints include ARCO; its Web site, [www.petersons.com](http://www.petersons.com), has searchable databases and interactive tools for contacting U.S.-accredited institutions and programs. Peterson's serves 110 million education consumers annually.

### **About Bridges**

Bridges is North America's leading provider of career information services, training, and self-directed career and educational planning tools. Over 15,300 schools, libraries, employment centres, military sites, post-secondary schools and rehabilitation facilities subscribe to Bridges' customized products. Bridges serves the career development needs of millions of people seeking educational or career planning assistance. For more information, visit [www.bridges.com](http://www.bridges.com) or contact Ross Dickie, Business Development Manager for Bridges, at 800/281-1168.

ATTENTION MEDIA: For a backgrounder on the eGuidanceCenter, company logos and a screenshot of the eGuidanceCenter, please visit [www.bridges.com/media](http://www.bridges.com/media) (available until February 28, 2003). Media can access the eGuidanceCenter (until Feb. 28) at [www.eguidance.com](http://www.eguidance.com). Go to the login link for Counselors; Site ID: 11000000; Password: C4e1n1H0 (case sensitive) (for media's info only)

### **About NACAC**

NACAC is an Alexandria, VA-based education association of more than 8,000 primary and secondary school counselors, independent counselors, college admission and financial aid officers, enrollment managers, and organizations that work with students as they make the transition from high school to postsecondary education. The association is committed to maintaining high standards that foster ethical and social responsibility among those involved in the transition process, as outlined in the NACAC Statement of Principles of Good Practice. For more information about the Seal of Approval program, visit the NACAC Web site at [www.nacac.com/seal.html](http://www.nacac.com/seal.html).

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