



CONTACT: Katherine Foster
RLM Public Relations
212-741-5106 x232
TutorVista@RLMpr.com

**TUTORVISTA AND AMERICAN BOOK COMPANY LINK TO PROVIDE FREE
TUTORING FOR IMPROVED TEST SCORES**

Partnership fills a gap in education for America's students

Woodstock, Georgia – April 17th, 2007 – The American Book Company (ABC, www.americanbookcompany.com), the preeminent publisher specializing in standards-based state test preparation, today announced a partnership with individualized online tutoring and test preparation provider TutorVista (www.tutorvista.com) to offer free personalized tutoring to students nationwide.

This partnership gives every purchaser or school user of American Book Company test prep study guides a free online diagnostic assessment for their state exit, end of grade, or end of course exams. In addition, TutorVista will provide two free hours of one-on-one, live, custom tutoring where students are coached via an online platform that is downloaded on to a home computer and includes an interactive white-board, an instant messaging tool and an internet telephone system.

As educators, parents and students are increasingly faced with an overtaxed educational system burdened by a lack of resources, American Book Company and TutorVista's partnership frees teachers from needing to administer and score diagnostic tests, further enabling them to clearly

discern students' strengths and weaknesses. Additionally, this partnership gives students added assistance in a variety of subjects and topics they need to succeed.

“This agreement steers a fundamental yet sensible new learning model that marries American Book Company’s outstanding series of test-prep study guides with TutorVista’s effective, affordable and convenient one-on-one tutoring,” said Dr. John Stuppy, President of TutorVista.

“This is a powerful combination that will give students the help and support needed to grasp essential concepts and achieve academic success.”

Starting now, each student with an American Book Company product uses the book’s ISBN number to specify and take the assessment test online. Teachers can then get access to student’s assessment test results through TutorVista’s site and students are also able to use the ISBN number to register for TutorVista’s free tutoring.

“It is important for us to include TutorVista’s individualized tutoring services into our standards-based test preparation materials,” stated Dr. Frank Pintozzi, Executive Vice President of American Book Company. “Pairing our strengths delivers a unique kind of instruction, one in which students will experience success in challenging areas of the school curriculum. That’s what education is all about.”

About American Book Company

Started by a family of educators in 1996, American Book Company’s mission is to provide state specific standards based instructional materials for exit exams, end of grade tests, and end of course assessments. Having now served more than two million students, American Book Company’s books, software, and flashcards offer clear and concise explanations and practice on the specific content standards tested in each state. Its instructional materials are also designed to improve concept and skill development in mathematics, reading, English Language Arts,

science, and social studies. For more information on American Book Company, go to: www.americanbookcompany.com

About TutorVista

Launched in 2005, TutorVista is an online tutoring company that provides affordable tutoring and test preparation in the United States and United Kingdom. TutorVista uses technology to bring high-quality, affordable, convenient one-on-one tutoring to the student's home or school using highly qualified tutors. TutorVista is the solution to problems like declining test scores, a shortage of teachers, and the need for affordable and effective supplementary education and test preparation. To learn more about TutorVista programs, go to: TutorVista.com