



FOR IMMEDIATE RELEASE

HIGH SCHOOLERS NATIONWIDE BEGIN PREPARING FOR THE 2ND ANNUAL 'NATIONAL VOCABULARY CHAMPIONSHIP'

Teens Are Encouraged to go to WinWithWords.com to Take the NVC Qualifying Test and
Participate for a Chance to Win Money Toward College Tuition

Cable Operators Continue to Champion Literacy and Education
in Local Communities by Supporting the NVC

(Santa Monica, CA – September 24, 2007) - GSN today announced the kickoff of the second annual National Vocabulary Championship (NVC) urging high school students nationwide to visit WinWithWords.com to prepare for the online National Qualifying Exam that will be offered on the site throughout the month of November.

The NVC is the nation's only academic competition for high school-aged students that tests their vocabulary prowess. The competition promotes the value of an enhanced vocabulary to teens across the country by providing free Princeton Review study resources and holding live game show-style events that award college-bound students with voracious appetites for vocabulary over \$100,000 in money toward tuition and other awards.

GSN recently commissioned a Zogby poll to take the temperature of the state of language arts in the United States. It found that an overwhelming majority of Americans (96%) agree that career success depends upon a strong vocabulary. The poll also found that nearly nine out of 10 respondents (86%) are concerned whether their children are receiving adequate English instruction to prepare them for college. These statistics, coupled with the fact that since 2000 the cost of tuition at a public college has increased 42%* while the median household income has fallen 2%,** prompted GSN and The Princeton Review to create a fun way for teens to augment their vocabularies while competing for money toward college tuition.

"In an age of text and instant messaging, we're swiftly becoming a society with an abbreviated vernacular. The National Vocabulary Championship aims to reestablish the importance of the meaning of words, and encourages today's youth to continue to learn how to communicate effectively," said Dena Kaplan, chief marketing officer and senior vice president, GSN. She added, "It's our hope that by engaging teens in an exciting educational competition and offering them real world incentives for studying language arts, we will help to provide them with the tools for success in the game of life."

* U.S. Department of Education, National Center for Education Statistics, Higher Education General Information Survey (HEGIS). Average Undergraduate Tuition and Fees and Room and Board Rated Charged for Full-Time Students in Degree-Granting Institutions, by Type and Control of Institution: 1964-65 through 2004-2005.

** US Census Bureau, Table H-8. Media Household Income by State: 1984 to 2005.

Partnering with the leader in college test prep, The Princeton Review, the NVC provides online tools for language arts mastery in teen-friendly formats. Students and teachers are encouraged to visit WinWithWords.com to download free Princeton Review study modules. Students can use these materials for self-guided study to prepare for the NVC, but also for other standardized tests like the SAT or ACT, and teachers can use the modules as the basis for weekly vocabulary lessons in the classroom. Additionally, WinWithWords.com offers an NVC-branded vocabulary mini-game, "Ultimate Word Challenge," social community features that connect NVC teens across the country through direct links to NVC forums on MySpace, Facebook and Friendster, and an NVC Yearbook, showcasing the 50 finalists from the inaugural National Vocabulary Championship, as well as last year's citywide champions.

"GSN creates great games, and The Princeton Review teaches critical things well; this partnership brings excitement into the study of vocabulary," said John Katzman, founder and Chairman of The Princeton Review. "We hope to inspire students and help them grow a love for language."

Comcast, Time Warner, Charter, and Cablevision's Power to Learn each host NVC citywide championships in their respective markets of this year's eight-city tour that includes Sacramento, Nashville, St. Louis, Detroit, Cleveland, New York, Pittsburgh and Philadelphia. Other cable operators across the country support the NVC by running "Win With Words"™ public service announcements. These co-branded cross-channel promotional spots feature well-known television personalities Whoopi Goldberg, Pat Sajak, Vanna White, Tom Bergeron, Jeff Probst, Chuck Woolery and others who lent their support to the educational initiative.

The National Association of Secondary School Principals has placed this program on the NASSP National Advisory List of Contests and Activities for 2007-2008, indicating that the NVC meets its standards of quality for student contests. USA TODAY is the official media sponsor, supporting the NVC with print and online advertising, local region marketing efforts and in-depth outreach to educators and schools partners of USA TODAY Education. American Heritage® Dictionary serves as the official dictionary of the NVC. Other sponsors include Sony® VAIO®, Mead, Chipotle, JetBlue, Dictionary.com, Youth Service America and Public Library Association, a division of the American Library Association.

The NVC is open to eligible U.S. students who are in grades 9 through 12 and between the ages of 13 and 19. Students can enter the NVC in one of two ways: by taking the online National Qualifying Exam at WinWithWords.com anytime throughout the month of November; or if they attend a school that has registered to participate in the NVC in one of eight cities nationwide, they can take an In-School Qualifying Exam for a chance to compete in a live Citywide Championship. A total of 50 finalists - 42 top scorers from the National Qualifying Competition and eight Citywide Champions - will receive a trip to Los Angeles in Spring 2008 to compete for the title of National Vocabulary Champion. The ultimate National Vocabulary Champion will be awarded \$40,000 deposited to a '529' higher education savings plan.

GSN launched the National Vocabulary Championship in September 2006. The competition's first year saw participation from nearly 30,000 high school students nationwide, and awarded over \$100,000 in prizes and money toward college tuition. The first-ever National Vocabulary Champion, Robert Marsland III from Madison, Wisconsin, was crowned in March 2007 at the New York Public Library and was awarded the grand prize of \$40,000. Marsland entered Princeton University as a freshman this Fall.

About the "National Vocabulary Championship"

GSN's National Vocabulary Championship (NVC) is a nationwide academic competition that offers high school students the opportunity to win money toward college tuition through local and national events. Created by GSN, along with educational partner The Princeton Review, the NVC is open to eligible high school students in the 50 United States and the District of Columbia. The NVC is the cornerstone of GSN's award-winning "Win With Words" public service campaign dedicated to improving language arts skills in high schools by promoting the value of an enhanced vocabulary, providing free Princeton Review study materials, and engaging students in wordplay. For free vocabulary study materials, please visit www.winwithwords.com.

NO PURCHASE NECESSARY to enter or participate in the NVC. Open only to high school students who are legal residents of the U.S., between the ages of 13 and 19 as of the date of the applicable NVC exam and/or event. Minors in their state of residency must provide written consent from their parent or legal guardian to be eligible to advance to an NVC citywide championship or regional exam. Fifty finalists (eight citywide champions and 42 top scorers from the National Qualifying Competition) will win an opportunity to compete for \$40,000 towards college tuition at the National Vocabulary Championship Finals. Void where prohibited. See Official Rules at www.winwithwords.com for complete details, including dates of NVC qualifying examinations and events, additional eligibility restrictions and prize descriptions/restrictions.

About the Princeton Review

The Princeton Review is a pioneer in the world of education. Founded in 1981 and headquartered in New York City, the Company offers private tutoring and classroom and online test preparation to help students improve their scores in college and graduate school admissions tests. The Company's free website, www.PrincetonReview.com, helps over half of university-bound students research, apply to, prepare for, and learn how to pay for their higher education. In addition, The Princeton Review works with school districts around the U.S. to measurably strengthen students' academic skills by connecting ongoing assessment with professional development and instruction and by providing districts with college and career resources for both students and guidance counselors. The Company also authors more than 200 print and software titles on test preparation, college and graduate school selection and admissions, and related topics.

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