



Bright Horizons Acquires EdAssist, Inc.

A web-based software platform supporting Tuition Advisory Services program

[WATERTOWN, MA - January 11, 2011] Bright Horizons Family Solutions®, the world’s leading provider of employer-sponsored child care, early education, and work/life solutions, today announced that it has acquired EdAssist, Inc., as part of the organization’s growing Tuition Advisory Services® program.

Tuition Advisory Services, which is a Bright Horizons employer solution, works with employers to take a more strategic approach to their tuition reimbursement programs. The EdAssist web-based software platform has been used by Tuition Advisory Services since the program was established, and by bringing the technology in-house Bright Horizons will be even better poised to provide a self-supported comprehensive offering to clients in this rapidly growing field.

“Making EdAssist part of our organization solidifies our position as the leader in the field of supporting employers to make more strategic, effective, and efficient use of their tuition reimbursement benefits programs. By combining our strengths under one umbrella, we are creating a solution for employers that is unmatched by anyone else in the industry,” said Bright Horizons CEO David Lissy. “No other company has the technical infrastructure coupled with expert educational advising and an extensive network of leading educational institutions offering discounted tuitions and other benefits to clients and their employees.”

Tuition Advisory Services works with employers to make tuition assistance a strategic business objective rather than simply another employee benefit. Companies collectively spend more than \$20 billion a year on education assistance. However, fewer than five percent of all organizations measure and maximize the impact of that investment. Tuition Advisory Services helps clients to optimize the tuition reimbursement investment for both the employer and employee and helps to ensure that the employee and organizational goals are fully aligned to support both retention and talent management initiatives.

When an organization works with Bright Horizons Tuition Advisory Services their employees receive assistance in navigating the often confusing path to furthering their education with services including:

- Expert educational advising to ensure that they are enrolling in appropriate classes for their career objectives;
- Assistance with securing college credits entitled to the employee – both from past college experiences as well as career experience – to which many people don’t know they are entitled;
- Access to a nationwide network of well-known educational institutions, with significantly discounted tuition rates, waived fees, and other benefits;

- A simplified reimbursement and payment system that eliminates bureaucratic hassles for the employee and gives the employer the information they need to ensure that they are reimbursing for appropriate courses.

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Bright Horizons Family Solutions® (www.brighthorizons.com) is the world's leading provider of employer-sponsored child care, early education, and work/life solutions. **Bright Horizons**® serves more than 800 clients across the U.S., Europe, and Canada, with programs including child care and early education, back-up care, elder care, college counseling, and work/life consulting. The company operates more than 700 child care and early education centers. Bright Horizons was recently named for the 11th time as one of *FORTUNE* magazine's "100 Best Companies to Work for in America."

For more information contact:

Ilene Serpa

617.673.8044

iserpa@brighthorizons.com

Bridget Perry

617.673.8014

bridget.perry@brighthorizons.com