

Entrepreneur's April Issue Reports The Princeton Review's "Student Opinion Honors for Business Schools" in Six Key Areas

- **Honors Listed in Six Categories.**
- **Each Names Fifteen Business Schools Receiving Highest Evaluations From Their Students For Their Career Preparation Programs -**

IRVINE, CA, March 24, 2009 – *Entrepreneur* Magazine, the nation's leading publication for and about entrepreneurs, reports in its April issue the MBA programs most highly rated by their students in six areas key to a successful career in business. The lists, titled "Student Opinion Honors for Business Schools," were derived from the opinions of MBA students attending the schools and were created and compiled by The Princeton Review, an education services company.

The "Student Opinion Honors for Business Schools" lists each name 15 graduate schools of business that were most highly rated by their students in six categories: Accounting, Finance, General Management, Global Management, Marketing, and Operations. The business schools appear in alphabetical order on the lists, and are not ranked 1 to 15. More than 80 schools are recognized in all. In addition to being published in the magazine, the lists are also posted at <http://www.entrepreneur.com/topcolleges> and www.PrincetonReview.com/studentopinionhonors.aspx.

The Princeton Review compiled the lists using data from its national survey of 19,000 MBA students attending 296 business schools profiled in its book, *Best 296 Business Schools: 2009 Edition* (Random House / Princeton Review, \$22.95) published October 2008. The 80-question survey asked students to report on classroom and campus experiences at their schools and rate their MBA programs in several areas. The Princeton Review tallied the "Student Opinion Honors" lists based on students' assessments of how well (on a five-point scale) they felt their business school courses had prepared them in each of the six areas.

Said Robert Franek, VP-Publisher, Princeton Review, "For nearly 20 years, our company has gathered student opinions about colleges, law and b-schools to give applicants feedback they can't find elsewhere: what the schools' own customers think of them. We salute the business schools on these lists for the outstanding job they are doing both academically and professionally in preparing their students to apply their MBA training beyond the classroom to successful job searches and productive careers. We know this will be particularly meaningful to applicants and MBA grads in these challenging economic times."

"Entrepreneurs have to become experts in virtually every area of business management," said Amy Cooper, VP / Editor in Chief at Entrepreneur, "As a result, many may find business schools to be the right fit for their needs as a holistic means of learning how to build their companies. This is particularly true with the current challenges in the economy. With the Student Opinion Honors in Entrepreneur, they can get a good sense of

what their experiences may include from students themselves, which will help readers in the overall school evaluation process.”

Since 2006, Entrepreneur Magazine and The Princeton Review have also partnered in reporting annual ranking lists of the "Top Entrepreneurial Colleges and Business Schools" that identify 25 undergraduate and 25 graduate schools for their outstanding entrepreneurship programs. The current lists, reported in Entrepreneur's October 2008 issue are at www.entrepreneur.com/topcolleges.

About The Princeton Review (PrincetonReview.com)

The Princeton Review is a education services company known for its test-prep courses, education programs, admission services, and 165 books published by Random House. Among them are "Best 296 Business Schools" and "Best 174 Law Schools" – each of which include 11 ranking lists of the top 10 schools in the books in various categories based on institutional data and student surveys. The company also publishes "Best 168 Medical Schools" and "Best 368 Colleges," plus guides for college and graduate school admission exams and other resource books. The Princeton Review is not affiliated with Princeton University and it is not a magazine

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SOURCE: Entrepreneur Media Inc. (www.entrepreneur.com)

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