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JESSE H. JONES SCHOOL OF BUSINESS at TEXAS SOUTHERN UNIVERSITY FEATURED IN THE PRINCETON REVIEW'S "THE BEST 300 BUSINESS SCHOOLS: 2011 EDITION"

Houston, TX October 12, 2010 – The Jesse H. Jones School of Business (JHJ) at Texas Southern University is an outstanding business school, according to The Princeton Review. The education services company features the school in the new 2011 edition of its book, "The Best 300 Business Schools" (Random House / Princeton Review, on sale date October 12, 2010, \$22.99).

According to Robert Franek, Princeton Review Senior VP-Publishing, "We are pleased to recommend Texas Southern's Jesse H. Jones School of Business to readers of our book and users of our site, www.PrincetonReview.com, as one of the best institutions they could attend to earn an MBA. We chose the 300 business schools in this book based on our high opinion of their academic programs and offerings, as well as our review of institutional data we collect from the schools. We also strongly consider the candid opinions of students attending the schools that rate and report on their campus experiences at their schools on our survey for the book."

"The Best 300 Business Schools: 2011 Edition" has two-page profiles of the schools with write-ups on their academics, student life, and admissions, plus ratings for their academics, selectivity, and career placement services. In the profile on JHJ, the Princeton Review editors describe the school as: "...all about the students. Given Texas Southern's small class size and "intimate" learning environment, it's no wonder that student life at the school is characterized by a sense of "community" and a "welcoming" atmosphere." They quote from students attending JHJ who say "My MBA class is like a small family. [It's] a very intense program with very friendly and accessible staff members. [I] love the relationship between students and professors."

In a "Survey Says . . ." sidebar in the profile, The Princeton Review lists topics that JHJ students it surveyed were in most agreement about. The list includes: "solid preparation in Finance, General Management, Operations, and Entrepreneurial Studies." The Princeton Review's 80-question survey for the book asked students about themselves, their career plans, and their schools' academics, student body and campus life.

The Princeton Review does not rank the business schools in the book on a single hierarchical list from 1 to 300, or name one business school best overall. Instead, the book has 11 ranking lists of the top 10 business schools in various categories. Ten lists are based on The Princeton Review's surveys of 19,000 students attending the 300 business schools profiled in the book. (Only schools that permitted The Princeton Review to survey their students were eligible for consideration for these lists.) Conducted during the 2009-10, 2008-09, and 2007-08 academic years, the student surveys were primarily completed online. One list, "Toughest to Get Into," is based solely on institutional data. (All schools in the book were eligible for consideration for this list.) The lists are posted at www.PrincetonReview.com

TSU is one of 66 schools in the book (22% of the 300) that appear on one or more of the book's ranking lists. It is ranked 70 in the Academic Experience category, 74th in the Admissions Selectivity category, and 80 in the Career Rating.

The Jesse H. Jones School of Business at Texas Southern University has approximately 1,600 students enrolled in undergraduate and graduate studies. JHJ plays an integral role in providing a diverse educated workforce prepared to succeed in today's ever-changing, highly competitive job market. The School was recognized as one of the nation's "Best Business Schools" by the U.S. News & World Report in 2010 and as one of the "Best 290 Business Schools" by the Princeton Review in 2008. In addition, it is accredited by the international Association to Advance Collegiate Schools of Business (AACSB), indicating that its undergraduate and graduate programs are continually striving to achieve and maintain the highest standards of academic excellence.

"The Best 300 Business Schools: 2011 Edition" also has advice on applying to business schools and funding the degree. It is one of the more than 165 Princeton Review books published by Random House. The line includes "The Best 172 Law Schools: 2011 Edition" – which also published on October 12, 2010 and has 11 ranking lists of top 10 schools largely based on surveys of students attending them. Other Princeton Review books include an annual guide to the best medical schools, plus guides to graduate school admission exams and application essays. The Princeton Review (www.PrincetonReview.com) is also known for its guides to colleges and to standardized tests, its classroom and online test-prep courses, tutoring and other education services. The Princeton Review is headquartered in Framingham, MA: its editorial offices are in New York City. The company is not affiliated with Princeton University, and it is not a magazine.

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