

## **Laureate Online Education and K.I.T. eLearning B.V., the eLearning partner of the University of Liverpool, announce name change.**

Amsterdam, The Netherlands

November 2004

We are pleased to announce that as a direct result of the April 2004 acquisition of K.I.T. eLearning B.V., the Amsterdam company will change its name to Laureate Online Education B.V.

The new name for K.I.T. eLearning B.V. is as follows:

New name: Laureate Online Education B.V.

Domain name: [www.uol.ohecampus.com](http://www.uol.ohecampus.com)

As the headquarters of the European operations for Laureate Online Education, Amsterdam joins the growing network of online and campus-based universities located in 11 countries.

The acquisition of K.I.T. eLearning by the Online Education division of Laureate Education, Inc. marked a decision to enter the international higher education community and build on its continuing success in the educational arena.

Laureate Online Education B.V. will continue its role as the exclusive partner of the University of Liverpool with its 100% Online Masters Programmes.

Laureate Education Inc. (Nasdaq: LAUR) is focused exclusively on providing a superior university experience to more than 150,000 students through the leading global network of accredited campus-based and online universities.

Addressing the rapidly growing global demand for higher education, Laureate offers a broad range of career-oriented undergraduate and graduate programs through campus-based universities located in Latin America, Europe, and Asia.



*in partnership with*

**LAUREATE**  
ONLINE EDUCATION

For working professionals, the Laureate International Universities network includes online programmes through two accredited universities and through partnerships with accredited universities. Laureate's online universities have as much as three decades of history and experience and offer programmes to over 20,000 students from more than 95 countries and all 50 United States

About Laureate Online Education:

Laureate Online Education (formerly K.I.T. eLearning) has been the online learning partner of the University of Liverpool since 1999. Laureate designs, delivers, supports and facilitates the online degree programmes of the University of Liverpool. It is focused on providing a superior, 100% online educational experience to working professionals across the globe who wish to attain an academically-excellent Masters degree through distance learning. Laureate Online Education currently offers Masters degrees in business, information technology and public health and has attracted programme participants from over 160 countries.

For more information, please contact us at 0031 (0)20 713 0000 or [marketing@ohcampus.com](mailto:marketing@ohcampus.com).