

EMBARGOED UNTIL 6:00 P.M. ET,  
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## FORBES RANKS AMERICA'S BEST COLLEGES WILLIAMS COLLEGE TOPS 2010 LIST

New York, NY (August 11, 2010) — Williams College, a 217 year-old private liberal arts school, tops *Forbes'* third annual ranking of America's Best Colleges (**America's Best Colleges 2010, p. 70**), compiled with research by the Center for College Affordability & Productivity. The United States Military Academy, No. 1 last year, moves into the No. 4 spot this year. Rounding out the top five are Princeton College (No. 2), Amherst College (No. 3) and Massachusetts Institute of Technology (No. 5). The report ranks undergraduate institutions based on the quality of the education they provide, the experience of their students and how much their graduates achieve. In addition to ranking the best colleges, *Forbes* examines whether a college education is worth the investment (**Overinvesting in Higher Ed, p. 76**) and looks at a prep program for the children of China's rich (**\$200,000 to Get Into Harvard, p. 78**). Online, the report includes a complete ranking of the country's 600 best colleges as well as a report on the top 100 best undergraduate education buys. The Top 10 colleges according to *Forbes* are:

RANK	NAME/STATE	IN-STATE TUITION	TYPICAL GRAD DEBT
1	Williams College, MA	\$37,640	\$ 9,296
2	Princeton University, NJ	\$34,290	\$14,294
3	Amherst College, MA	\$37,640	\$12,587
4	United States Military Academy, NY	0	0
5	Massachusetts Institute of Technology, MA	\$37,960	\$17,923
6	Stanford University, CA	\$36,360	\$19,897
7	Swarthmore College, PA	\$36,490	\$ 9,812
8	Harvard University, MA	\$36,173	\$16,153
9	Claremont McKenna College, CA	\$37,060	\$14,026
10	Yale University, CT	\$35,300	\$20,382

For the complete ranking, methodology, essays and more, visit [www.forbes.com/colleges](http://www.forbes.com/colleges)

### ALSO IN THIS ISSUE:

- **The Next Web Phenom (p. 58)** – Twenty-nine year old Andrew Mason has managed to build the fastest-growing company in Web history, Groupon. The company is on track to pass \$500 million in revenue this year, and in April, at just 17 months old, boasted a \$1.35 billion valuation.
- **The E-Gang (p. 36 - 44)** – Data scientists are the new rock stars of tech. This year *Forbes* looks at some of the best in the field, including: Alexander Pentland of MIT's Human Dynamics Lab (**p. 36**); Ian Bird at the Large Hadron Collider (**p. 40**); LinkedIn's Deep Nishar (**p. 42**); and Skyhook Wireless' Ted Morgan (**p. 44**).
- **Retirement Roulette (p. 48)** – In troubled times, a lot of workers are investing 401(k)s in the stock of the company they know best, violating the cardinal rule of investing – that you diversify. At Coca-Cola, for example, 51% of 401(k) assets are in company stock.

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