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FORBES.COM INAUGURATES FIRST ANNUAL RANKING OF AMERICA'S BEST COLLEGES

An Alternative Ranking – From The Student's Point Of View

New York, NY (Thursday, August 14, 2008) — Princeton University tops Forbes.com's first annual ranking of America's Best Colleges, available at www.forbes.com/colleges. Caltech, Harvard, Swarthmore and Williams round out the top five.

The report, in conjunction with Dr. Richard Vedder, an economist at Ohio University, and the Center for College Affordability and Productivity (CCAP), ranks 569 undergraduate colleges and universities based on the quality of the education they provide and how much their students achieve.

Data was gathered from a variety of sources, covering factors such as instructor evaluations, notable alumni and faculty achievements, student debt at graduation and the percent of students graduating in four years. The ranking relies entirely on outside databases and surveys rather than on the involvement or cooperation of the colleges. Findings include:

- Generally, big state schools performed poorly, while small liberal arts schools shined
- Several relatively unknown schools did surprisingly well
- Service academies made a strong showing
- Some schools may be living off their reputations

According to Forbes.com Executive Editor Michael Noer, "Choosing a college is one of the biggest decisions – and investments – an American family can make, and we're pleased to be the first to offer a ranking that reflects, in a very real way, the quality and cost of an undergraduate education at such a wide range of U.S. colleges and universities."

The Forbes.com rankings are broken down by Top 50 U.S. Colleges, Top Private Colleges, Top Public Colleges and the Complete College Ranking. For the complete rankings, more detailed explanation of methodology and much more, visit:

www.forbes.com/colleges

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