



SOLE SOURCE LETTER

To Whom it May Concern:

Established in 1977, Study in the USA was the first publication of its kind to reach students worldwide with information about studying in America. Today, it is a recognized leader in providing multi-platform services in print, digital, and social media — and only one to employ this breadth of channels.

Online: StudyUSA.com, the award-winning website, was launched in 1996 and was a first-mover on the scene. Building on the strength and reputation of the print magazine, the website was designed to promote quality U.S. programs and connect them with qualified applicants online. Translated into 14 languages, StudyUSA.com provides timely, relevant information to thousands of prospective students in their native languages and helps match them with programs. Due to its longevity, StudyUSA.com enjoys a prominent search engine ranking and receives unrivaled volumes of traffic from desirable countries.

Social Media: Consistent with a reputation for innovation, Study in the USA has built an extensive social media presence and following on Facebook, Twitter, Pinterest, Instagram, YouTube, Blogger, WeChat, and TikTok. Combined, we stay in constant contact with 600,000+ students each week with timely and creative posts featuring participating programs and student experiences. Our popular Live sessions allow U.S. schools and programs to connect directly with prospective students in engaged and educational live conversations.

Print Magazines: Only Study in the USA offers U.S. programs the opportunity to be featured in take-home publications, segmented by region and translated in local languages. With a combined annual circulation of 1.2 million copies, stacks of magazines greet visitors at educational advising centers around the world.

Given the unrivaled longevity and unparalleled distribution, educational advisors have come to rely on Study in the USA for information about quality U.S. programs and student life, anticipating and reordering their complimentary copies every year. Study in the USA can be found anywhere a student or parent would go to find out about learning in America — at education fairs, advising centers, secondary schools, universities, language institutes, and student travel and placement agencies.

Each year, we exhibit at major study-abroad fairs in cities around the world, distributing the magazines to students from Jakarta to Ankara, from Mexico City to Rio de Janeiro. Our incomparable success helping schools meet their recruitment goals can be credited in part to our long-term partnerships with reputable, high-achieving organizations around the globe.

Study in the USA remains the only U.S.-based company to reach international students worldwide on a variety of media channels and on multiple platforms, exclusively promoting quality U.S. programs and the value of an American education.

Sincerely,
Renait Stephens, CEO & Publisher