



C2 Headquarters: 6455 E. Johns Crossing, Suite 402, Duluth, GA 30097
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www.C2educate.com

corporate overview

It began humbly in 1997 as a private tutoring program run out of a Harvard dorm room. Since then, C2 Education has grown to include more than 110 centers across the United States. In 2008, C2 began an unprecedented 18-month expansion campaign. C2 expects to add about one new center per week during this campaign. C2 Education currently serves 15,000 students and their families each week.

Almost 20% of C2's income is spent on R&D. C2 vigorously researches new curricula, advanced teaching methods, and professional development for its instructors. C2's corporate focus: make smart students smarter.

our approach

C2 Education differs from its competitors in the following ways:

- C2 makes good students even better by moving beyond remedial tutoring services into customized programs of academic development.
- C2's tutors utilize our customized programs to address the academic needs of the individual student.
- C2 stresses a high-level of student-tutor interaction.
- C2 has found its niche with high-school students seeking SAT preparation, subject and college advisement.
- C2's approach to education focuses on the entire academic experience—not just test-taking.
- C2 is establishing a National Student Advisory Board consisting of 6 students—three juniors and three seniors in high school. The Board will be in place by February 2009 and will advise C2 in matters of program development, communications strategies and service-learning initiatives. They will engage in strategic thinking with C2 leadership to establish best practices and explore creative solutions.
- C2's careful tracking of student performance has yielded a number of impressive statistics, including:
 - 121 point average increase in SAT math scores; 117 point average increase in SAT reading scores; and 124 point average increase in SAT writing scores
 - 90% improvement in grades by the next quarter's report card; 100% improvement in grades within one year

our tutors

C2 Education is highly selective in recruiting tutors. On average, only two tutors are accepted for every 100 resumes submitted. Requirements include a Bachelor's degree and SAT scores in the 95th percentile. C2 tutors vary widely in age and ethnicity. C2 seeks candidates with interesting backgrounds who can enrich students' lives. C2's tutor retention rate of 12-18 months is three times the industry average.



press kit

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product/service overview

1. Test Prep: SAT I, II, ACT, AP, IB, State Exit Tests, SSAT, ISEE, Science Magnet School Entrance Tests
2. K-12 Subject Tutoring
3. Enrichment Programs: Debate, Book, and Math clubs
4. All tutoring services are customized to each student.

certifications

CITA certification pending, Minority-owned business.

C2 is an approved No Child Left Behind Provider in WA, IL, TX, FL, GA, VA, MD, PA, and NJ.

of employees: 550

2007 annual revenue: \$27 million

other company locations

70 corporate locations in the following states and countries: NY, NJ, PA, MD, VA, NC, GA, IL, CA, TX, WA, Canada, South Korea

40 franchise locations in the following states: NY, NJ, PA, MD, VA, GA, FL, TX, OR



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David Kim Founder and President

David Kim began tutoring when he was a freshman at Harvard University. He became so popular with Boston-area school students that he had to recruit more tutors. This early effort laid the groundwork for what became C2 Education. “I wanted to be able to stand on my own two feet,” says Kim. “My parents came to the US with nothing and made their way in the world. I wanted to be like them. ”

Kim was especially inspired by the work ethic and business sense of his father, Bobby. A successful entrepreneur in his own right, Bobby owned a thriving chain of karate studios. As a young boy, David often spent summers traveling to each studio, helping his father monitor operations. He remembers those visits fondly.

“My dad helped me build a strong foundation for reading and writing by encouraging me to interact with the instructors,” Kim recalls. “They took time to talk with me and read to me from the pile of books my dad bought,” One of his dad’s instructors, a Harvard student, even took Kim to get his first library card. These early experiences in a supportive environment became the pillars of Kim’s academic success.

At Harvard, Kim mulled over the possibility of pursuing a degree in law or business. He also developed a strong interest in education and took classes at the Harvard Graduate School of Education. This experience convinced Kim that his work should reflect both his personal and professional concerns. That realization led to the development of C2. “I realized a confluence of opportunities existed: I could pursue my passions for business and helping people while working with my father in a familiar business model.”

Kim knew that exceptional teachers would produce an exceptional learning experience. So he sought out vibrant people who possessed the core characteristics of outstanding tutors: patience, understanding, reliability, and a passion for teaching. Prospective tutors underwent a rigorous application and interview process. Kim hired just two percent of all applicants.

The strategy worked. In the years since C2 first opened with one center in Maryland, it has grown to 70 corporate centers and 40 franchised locations worldwide. Despite that success, Kim has not retired to the executive suite. He still enjoys teaching in his free time and has a long track record of helping his company, and each of its students, explore their full potential.

He remembers one student—a 19-year-old athlete who was admitted to college on a sports scholarship. Before long, the student “ran into serious problems,” Kim says. “He got involved in drugs, his grades fell, and he was asked to leave. He had all but given up by the time he got to me.”

Kim committed himself to helping the student regain his confidence, expertly tutoring him through the SATs and even giving him a part-time job. Kim’s approach paid off. His student applied to a local community college and won acceptance. Soon the young man was earning good grades and Kim encouraged him to apply to a four-year college. The student was admitted and earned straight A’s. To the young man’s surprise, Kim pushed him further to transfer to an even better school. He graduated from that top-ranked university and is now an investment banker at a prestigious firm in New York City.

David Kim knows that quality tutoring and personalized attention are what made the difference, and he’s committed to seeing that every C2 student has the same chance to succeed. Kim believes that this focus sets C2 Education apart and guarantees its future.



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Jim Narangajavana Co-Founder and Vice President

Jim Narangajavana, co-founder of C2 Education, remembers struggling to understand algebra equations in middle school. Seeing his son overwhelmed with frustration, Narangajavana's father stepped in to help. He put 2 quarters in his son's right hand and 4 dimes and 2 nickels in his son's left hand.

"Your hands represent an equation; both have equal value, see?"

But, what happens when I take away this quarter from your right hand?"

"They're not equal anymore."

"Good, so what has to happen to the left hand so both hands have equal value?"

"I have to take away two dimes and one nickel—so...I subtract 25 from both sides of the equation...I get it!" Narangajavana exclaimed.

The C2 co-founder learned more than math that day. He learned a valuable lesson about what makes an outstanding teacher. "My dad is great at coming up with good practical examples," Narangajavana said. "But more than that, he is always patient and supportive. This is one of the most important qualities we look for in our teachers."

Great teachers account for C2 Education's phenomenal growth, according to Narangajavana. "We screen teachers very carefully," he said. "First we test for academic ability. Then we interview extensively to find people with the passion and patience for teaching." Narangajavana started out as a tutor himself: "I coached kids in an economically disadvantaged area of Boston. These were kids who would have had no opportunity to get SAT help if it weren't for us. The SAT was their biggest obstacle to getting into college."

As he prepared to graduate from Harvard, Narangajavana was given an opportunity to put his teaching principles into action. His close friend, David Kim, called Narangajavana and asked him to teach at a C2 Education center in Virginia. Kim, C2's CEO and co-founder, was certain that Narangajavana could help the new center grow. For Narangajavana, it was a chance to get in on the ground level of a new educational venture.

Narangajavana is committed to his work at C2 and believes deeply in the C2 model. He has never forgotten what he learned about teaching and teachers on that day long ago when his father filled his hands with coins. "In a manner of speaking, C2 teachers like to roll up their sleeves when they teach.

We help students understand concepts and guide them through problem-solving processes in step-by-step fashion. Then, we have them practice until they feel confident with the material. Our students develop confidence and skills that they carry beyond the classroom."

"Ultimately, our students do well because C2 teachers think and act as good mentors and coaches do—we never give up on any of our kids."