

January 10, 2012

Dear Guidance Counselor:

Student Insights is once again sponsoring a scholarship contest for high school seniors. We have increased this year's scholarship fund to provide more opportunity to students. We greatly appreciate your help in communicating this scholarship to students at your school.

2012 Student-View™ Scholarship Program

The 2012 Student-View Scholarship Program is offering \$10,000 worth of scholarships to high school seniors who plan to attend a four-year college, community/junior college or career school. The program includes:

- One \$4,000 scholarship
- Two \$1,000 scholarships
- Eight \$500 scholarships

It's quick and easy to apply:

- No minimum SAT/ACT score or grade point average
- No essay required
- No lengthy application forms
- No application fees

Simply log on to www.student-view.com and complete a 15-20 minute application survey about colleges in your area.

The scholarship will be awarded via a random drawing of all completed applications. The scholarship winner will be announced in May, 2012.

Don't wait. The scholarship deadline is April 22, 2012.

Student Insights is a market research firm helping colleges and universities communicate more effectively with high school seniors. For more information about the company, log on to www.studentinsights.com.

If you have any questions, feel free to contact us at 724-903-0439 or contact@studentinsights.com.

Thank you.



John Becker
President
Student Insights

Guidance Deadline: 4/13/12