



2U, Inc. Agrees to Acquire Critiquelt, Inc.

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The company's industry-leading annotation software will enhance the teaching and learning experience in 2U-powered programs and short courses

LANHAM, Md., June 21, 2018 /PRNewswire/ -- 2U, Inc. (Nasdaq: TWOU), a global leader in digital education, today announced it has agreed to acquire Critiquelt, Inc., creator of a market-leading digital annotation tool. The Critiquelt technology facilitates more dynamic engagement among students and faculty by allowing any piece of content, including documents, images, videos, presentations, and audio files, to be annotated in real-time.

Critiquelt's technology is currently used in the majority of 2U-powered degree programs to enhance faculty feedback and grading for students. Once the technology is fully integrated into 2U's proprietary operating system, 2UOS, its next generation functionality will be available exclusively in 2U-powered programs and short courses.

"Critiquelt and its Co-Founder Ashley Bradford are powerful examples of how an innovative and functional technology built by a creative entrepreneur can help unlock the true promise of digital education," said 2U CEO and Co-Founder Christopher "Chip" Paucek. "By facilitating and enhancing interactive conversations and feedback among faculty and students on any piece of content — a critical part of the learning experience — Critiquelt is transforming the digital classroom for the better."

As part of the acquisition, Bradford will join 2U to continue the work of integrating Critiquelt's technology into 2U's software systems as well as work on other technologies that drive student outcomes. "As a mission-driven entrepreneur, who believes passionately in the power of digital education to improve lives, I could not be more excited about joining 2U as Senior Vice President of Product," said Bradford. "2U has an unwavering commitment to building technology with a human touch and to driving quality outcomes for students around the world, which make it the perfect partner to unleash Critiquelt's full potential."

Founded in 2008 and based in Long Beach, California, Critiquelt's annotation software has become the tool of choice among higher education learning management systems. The transaction is expected to close in the coming days.

About 2U, Inc. (Nasdaq: TWOU)

2U partners with great colleges and universities to build what we believe is the world's best digital education. Our platform provides a comprehensive fusion of technology, services, and data architecture to transform high-quality and rigorous campus-based universities into the best digital versions of themselves. 2U's No Back Row® approach allows qualified students and working professionals around the world to experience a first-rate university education and successful outcomes. To learn more, visit 2U.com.

Media Contact: Molly Greenberg, mgreenberg@2u.com



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