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American University's Kogod School of Business Partners with 2U, Inc. to Launch New Online MBA Program

-- 2U, Inc. to Power Kogod's Online Degree Offerings in Master of Business Administration and Master of Science in Analytics for an October 2015 Start Date --

WASHINGTON, Jan. 15, 2015 /PRNewswire/ -- American University's Kogod School of Business and 2U, Inc. (NASDAQ: TWOU), which partners with leading colleges and universities to deliver the world's best online degree programs, today announced an extension of 2U's partnership with American University that will bring Kogod's Master of Business Administration program online for the first time. Within the Master of Business Administration program, MBA@American, Kogod will also offer a Master of Science in Analytics, Analytics@American. Both degrees are expected to begin in October 2015.

"At Kogod School of Business, we consider relationship-building and an interactive learning environment to be key factors for student success in a business program," said Erran Carmel, Dean of American University's Kogod School of Business. "2U's platform has proven to be successful in each of these areas, and we are excited to now offer two new online offerings for students looking to excel in today's competitive business environment."

MBA@American anticipates offering concentrations in Marketing, Finance, International Business, IT Analytics and Consulting/Entrepreneurship, and will require students to complete 48 credits. Analytics@American will offer a range of concentrations in Business Policy, Healthcare, Financial and Marketing Analytics, and will require 33 completed credits. Additionally, both MBA@American and Analytics@American will require students to complete two in-person immersive courses led by university faculty on American University's campus in Washington, D.C., and in other major business centers globally.

The Kogod MBA program marks the second joint venture between 2U and AU, and builds upon the success of the leading web-based Master of Arts in International Relations degree, offered by AU and supported by 2U. The Kogod MBA program will be the third MBA program powered by 2U and the company's fifth announced program launch for 2015.

"We are very excited to expand upon our work with American University and to partner with the prestigious Kogod School of Business to launch MBA@American," said Chip Paucek, CEO of 2U, Inc. "Our experience supporting multiple online MBA programs makes it clear students are seeking degree programs tailored to their specific career interests, providing learning experiences they can use to advance their careers. The curriculum and range of concentrations offered online by Kogod will provide a perfect complement to its existing on-campus programs, allowing students across the globe to receive their degree from this leading university without having to relocate."

MBA@American and Analytics@American are currently pending American University approval.

For additional information on MBA@American or Analytics@American, please visit 2u.com/about/partners/kogod-school-of-business-at-american-university

About American University Kogod School of Business

American University's Kogod School of Business was the first business school in Washington, D.C. and is now one of its leading institutions. Dedicated to providing an interdisciplinary business education, Kogod offers market-driven undergraduate and graduate degree programs. Kogod's diverse faculty includes distinguished scholars, executives-in-residence and entrepreneurs with both research and real-world experience. Kogod prepares its students to conduct business in the capital in a variety of different programs and fields. The school is accredited by the Association to Advance Collegiate Schools of Business, representing the highest standard of achievement for a business school worldwide. For more information about Kogod, please visit kogod.american.edu.

About 2U, Inc. (NASDAQ: TWOU)

2U, Inc. partners with leading colleges and universities to deliver the world's best online degree programs so students everywhere can reach their full potential. Our cloud-based software-as-a-service platform provides schools with the comprehensive operating infrastructure they need to attract, enroll, educate, support and graduate students globally. Blending live face-to-face classes, dynamic course content and real-world learning experiences, 2U's No Back Row™ approach ensure that every qualified student can experience the highest quality university education for the most successful outcome. Learn

more at 2U.com.

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