



Capella University hires Cole & Weber United as Integrated Agency of Record

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Seattle, Wash. – Cole & Weber United announced it has been named agency of record for Capella University after a four-month review process. Capella, an accredited online university, offers undergraduate and graduate degree programs in 89 areas of study.

Cole & Weber United will be responsible for all Capella's advertising and direct marketing work that was previously handled by multiple agencies.

"This win furthers our case for integration," said Mike Doherty, president of Cole & Weber United. "We are very good at developing strategic ideas that can be leveraged across media to achieve a client's business goals. In this case, we will be further building a differentiated Capella brand while addressing the university's lead generation, enrollment, and retention goals."

For the past two years, Capella has been a client of Cole & Weber's Performance Marketing Group. "We've had a great relationship with the Performance Marketing Group and are excited about working with the Integrated Group of Cole & Weber as well," said Brad Frank, director of marketing, Capella University.

Capella will also utilize Cole & Weber's proprietary tool SMARTLead – which allows client and agency teams to monitor and analyze campaign effectiveness and optimize programs through real-time, online reporting.

"Capella is an industry leader in quality higher education for adults. We're thrilled about deepening our relationship with the university," said Doherty. "Their decision is a testament to our unique combination of performance marketing and creativity."

Note to editors:

ABOUT CAPELLA UNIVERSITY

Founded in 1993, Capella University is an accredited,* online university that offers graduate degree programs in business, information technology, education, human services, public

safety, and psychology, and bachelor's degree programs in business, information technology, and public safety. Within those areas, Capella offers 89 graduate and undergraduate specializations and 16 certified programs. The online university currently serves more than 19,000 students from all 50 states and 56 countries. It is committed to providing high-caliber academic excellence and pursuing balanced business growth. Capella University is a wholly-owned subsidiary of Capella Education Company (NASDAQ:CPLA), headquartered in Minneapolis, Minnesota. For more information, please visit <http://www.capella.edu> or call 1-888-CAPELLA (227-3552).

**Capella University is accredited by The Higher Learning Commission and is a member of the North Central Association of Colleges and Schools (NCA), <http://www.ncahlc.org>. Capella University, 225 South Sixth Street, Ninth Floor, Minneapolis, MN 55402, 1-888-CAPELLA (227-3552).*

ABOUT COLE & WEBER UNITED

Cole & Weber United is a full-service marketing agency known for creating innovative campaigns that go beyond traditional advertising to solve business problems. Founded in 1931, the Seattle-based agency has established a reputation for producing insightful, creatively disruptive, award-winning work. For more information, please visit www.cwunited.com. Cole & Weber United is a member of WPP's Voluntarily United Group of Creative Agencies, a global network of communications entrepreneurs. 