



August 15th, 2011

Dear Bespoke Students and Families:

As we head into the 2011-12 school year, I wanted to tell you about some new, exciting developments and to highlight the wide range of services that Bespoke continues to offer its clients.

- Paris, France: Bespoke is pleased to announce its **new, permanent office space in Paris**, located on the beautiful campus of Columbia University's Reid Hall, in the 6th arrondissement and just steps from Montparnasse. Our new space will allow us to offer regular mock testing and small-group classes, just as we do in New York. Bespoke in Paris is rapidly becoming the go-to place for top quality test prep and tutoring for both American and international students looking to attend English-language universities. We are also running SAT, ACT, and SAT2 classes at three of Paris's top private schools: The American School, The International School, and the Ecole Active Bilingue, and we are hoping to expand that number over the next few years. Bespoke will soon be offering GMAT and GRE classes for college students at our Reid Hall office.
- Los Angeles, CA: Bespoke's programs in Los Angeles continue to grow, with some of our NY clients taking advantage of **our excellent West Coast tutors** while traveling there this summer. Bespoke's Los Angeles instructors are currently working with students for SAT, ACT, ISEE and LSAT exams, and we expect another great year coming up.
- Retail Test Prep Books: By early fall, Bespoke will launch its **new web store**, where we will sell our proprietary lesson books and prep materials online. Lesson books for the SAT, ACT, ISEE, SSAT, SHSAT, Math SAT2, and Biology SAT2 exams will be available soon.
- Skype Tutoring: Did you know that Bespoke works with students all across the country and around the world via Skype? We offer exceptional, **video-based instruction anywhere at any time for all standardized tests and school coursework**. Bespoke sends its lesson books and mock tests to students wherever they are so that they can follow our courses with their Skype tutor and benefit from our detailed mock test analysis. If you know of students anywhere in the world who can benefit from our help, let them know!



- Dr. Jacqueline Reina: Dr. Reina, **Bespoke's clinical child psychologist**, has worked with dozens of Bespoke students in elementary through graduate school for counseling, therapy, and psychoeducational testing. Through Bespoke, Dr. Reina offers the highest-quality educational evaluations for extra time, accommodations, and other learning profiles. Her reports are detailed and thorough, and students enjoy working with her. Not only does Dr. Reina work privately in ongoing therapy sessions with students, but she also offers valuable counsel to our tutors in planning sessions with certain students.
- Ms. Jackie Sirgo: Ms. Sirgo, **former head of school placement at The School at Columbia** and now at Barnard College, returns again this school year to help Bespoke's students with middle and high-school placement. Whether your child is moving from a K-8 school to high school, heading off to boarding school, or needs to find temporary school placement, Ms. Sirgo is a highly experienced and thoughtful counselor who should be part of your planning.
- Mr. Michael Motto: Mr. Motto, **a former assistant director of admissions at Yale College**, is someone Bespoke trusts to offer the very best assistance when it comes time to apply to college. Mr. Motto has helped dozens of Bespoke clients get into their top college choices. He is located here in New York City and more information about Mr. Motto's services can be found online at www.BespokeEducation.com/nyc. Bespoke clients get discounts of over 10% off Mr. Motto's services.
- Equal App: Bespoke has recently partnered with EqualApp, a terrific, **online college counseling program** that has helped hundreds of applicants gain admission to more than 125 colleges. EqualApp provides families with an affordable, innovative platform and 1-on-1 virtual counseling from former college admissions and financial officers. Using the promo code "BESPOKE" at checkout, you'll receive 10% off your first three months of counseling. Go to www.EqualApp.com or find links at our website.

Finally, I'd like to thank our incredibly talented tutors and knowledgeable office staff for helping make Bespoke what it is. To our families and students, thank you for your word of mouth and your help in Bespoke's incredible growth over the past few years. We look forward to a great year ahead. As always, please do not hesitate to call or email me with any questions, concerns, or suggestions.

Best,
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