

COLLEGE CORNER

New Textbook Rental Option Helps Students Stay On Budget

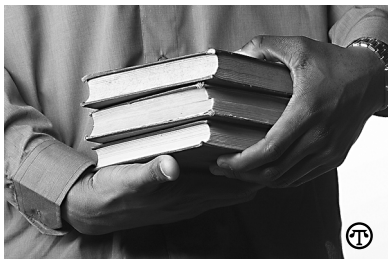
(NAPSA)—To help ease the rising cost of education, many students trying to get by on a tight budget are searching for smart ways to save on textbooks. Although students have long known to troll the Web for deals on their required texts, another way many students are saving money is with textbook rentals.

A new Web site—www.CengageBrain.com—provides a variety of formats and price points to help students save, including the option to rent the books they need. Developed by Cengage Learning, one of the world's leading publishers of print and digital educational materials for the academic, professional and library markets, CengageBrain.com offers more than 1,200 textbooks for rent at 40–70 percent off the retail price.

Cengage Learning is the first and only higher education publisher to offer a print textbook rental option directly to students. By renting directly from the publishers, students can be sure the Cengage Learning book they need will be in stock and that they will be receiving the correct edition.

Renting Is Easy and Convenient

Students who choose to rent will have immediate access to the first chapter of the book in e-book format while a hard copy of the text is shipped. Various rental term lengths are available—students can choose to rent titles for 60, 90 or 130 days—and if needed,



Students can now save money by renting, rather than buying, their textbooks.

they can extend the term for a fee. Once the rental term is complete, students can either choose to print a return label from the Web site and ship the textbook back, or purchase the title outright.

Additionally, CengageBrain.com is the only single destination offering more than 15,000 print textbooks, textbook rentals, eTextbooks, eChapters, audio books, and print, digital and audio study tools. Buying by the eChapter allows students to buy only the materials covered in class, which also works as a purchase plan for students looking to spread out the cost of materials over the length of the course. Students will find a broad range of online homework and study tools on [Cengage Brain.com](http://CengageBrain.com), as well as a selection of free content and discounts for purchasing multiple products.

Coming in July 2010, an even more comprehensive rollout of titles will be available for rent. For more information, please visit www.CengageBrain.com or call 1-866-994-2427.