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**NORTHEASTERN UNIVERSITY'S COLLEGE OF BUSINESS WINS THE 2006  
BUSINESS BEANPOT COMPETITION**

*Northeastern Continues to Dominate Competition with Eight Wins in Ten Years*

**(February 28, 2006) BOSTON, Mass.** – Northeastern University continued its tradition of bringing home the Business Beanpot in an all-day competition held this past Saturday at Boston University. Northeastern's team of Laurie Aquilante, Kevin Coakley, Adam Heath, Arnauld Jean-Jacques, Samuel Klar, Rachel Schaffer, Alex Shaner, Ari Strait, Katherine Toy and Jennifer Tullo bested business students from Boston University, Bentley College, Babson College and Suffolk University. This marks the eighth time in ten years of competition that Northeastern has captured first place.

This year's competition followed the traditional format, with each school sending two teams of five students to review a case study and, acting as consultants, prepare a three-page business analysis. A team of twelve judges then narrows the field to four finalists, who are given an hour and forty-five minutes to prepare a ten-minute presentation to be given to the judges. The formal presentation is followed by a twelve-minute question-and-answer period with the judges.

This year's case study focused on Broadcom, a company suffering significant losses after experiencing tremendous growth during the dot-com boom.

Northeastern University team coach, Professor Ray Kinnunen described this case as one of the hardest ever given. "The tougher the case, the better we do," said Kinnunen. "It gives us a chance to differentiate ourselves."

Kinnunen hand picked the team comprised of Juniors and Seniors and put them through an intense eight-week training regimen, ensuring that they would be well prepared for anything the competition might throw their way. All their hard work paid off.

"I had people coming up to me before the judges announced their decision congratulating our team," said Kinnunen. "Several people remarked on how polished and professional our team was – one even said it looked like the team had been consulting in the business world for ten years!"

“Our continued success at the Business Beanpot is a testament to the caliber of student that Northeastern University attracts,” said Thomas Moore, Dean of the College of Business Administration. “Our rigorous academics combined with the uniqueness of the co-op program and its focus on practical application of academic concepts really gives our students a leg up on the competition – and it shows.”

### **About Northeastern University College of Business Administration**

Northeastern University College of Business Administration, established in 1922, provides its students – undergraduate, graduate, and executive – with the education, tools, and experience necessary to launch and accelerate successful business careers. Among many external measures of success, U.S. News & World Report ranked the College’s bachelors program in international business in the US top 20; and Forbes ranked Northeastern the 4th most entrepreneurial campus in the US. The College credits its success to a close partnership with industry; rigorous academics combined with the opportunity to apply learning in the workplace for students; and faculty research focused on business application.

### **About Northeastern**

Northeastern University, located in the heart of Boston, Massachusetts, is a world leader in practice-oriented education and recognized for its expert faculty and first-rate academic and research facilities. Northeastern integrates challenging liberal arts and professional studies with the nation's largest cooperative education program. Through co-op, Northeastern undergraduates alternate semesters of full-time study with semesters of paid work in fields relevant to their professional interests and major, giving them nearly two years of professional experience upon graduation. The majority of Northeastern graduates receive a job offer from a co-op employer. Cited for excellence four years running by U.S. News & World Report, Northeastern has quickly moved up into the top tier rankings- an impressive 35 spots in four years. In addition, Northeastern was named a top college in the 2006 edition of the Princeton Review's annual "Best Colleges" issue. For more information, please visit <http://www.northeastern.edu>.