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For each online test prep tutoring service in question, The Princeton Review offers four different prices, based entirely on the geographical region in which the product is offered. These geographical delineations are not drawn at the neighborhood level, but instead are entire cities, regions or states, where pricing is not determined by an algorithm, but by the differential costs of running our business and the competitive attributes of the given market. This is a ubiquitous practice across all commerce, both online and offline. For example, our product costs more in New York City and the surrounding area than it does anywhere else in the country, just as virtually every good or service does, be it gasoline, rent or eggs. No region is a perfect cross-section of the rest of the country, and the areas that experience higher prices will also have a disproportionately higher population of members of the financial services industry, people who tend to vote Democratic, journalists and any other group that is more heavily concentrated in areas like New York City than in the rest of the country at large. But to equate the incidental differences in impact that occur from this type of geographic based pricing that pervades all American commerce with discrimination misconstrues both the literal, legal and moral meaning of the word.