

**EVERFI TO BUILD THE PERFORMANCE PLATFORM TO TRACK STUDENT SUCCESS**

Washington, DC – November 23, 2011 – EverFi, Inc., the leading education technology company, today announced that it will invest \$2 million in a new data and research initiative called **Assembly™**. *Assembly™* will enable schools to evaluate changes not only in student knowledge gain using education technology, but changes in student attitudes and behavior that are critical drivers of student success and college readiness.

“EverFi is building an entirely new education grid across the U.S. We are gathering data not just in the traditional core curriculum, but in areas that dramatically impact student performance and success such as financial literacy, student loan management, digital citizenship, and substance abuse awareness,” said EverFi Chief Executive Officer Tom Davidson. “Without this data, you don’t have the whole picture of the student.”

*Assembly™* will draw upon data from surveys included in EverFi’s diverse suite of online learning platforms, now offered in 46 of the 100 largest school districts and more than 500 colleges and universities around the country. EverFi has already amassed one of the largest data sets on students’ attitudes and behaviors relating to both financial literacy and substance use, and the resulting impact on their lives and academics. The first of ten cutting-edge *Assembly™ Insights* drawn from this data will be released in late November 2011 and will present findings on college students’ attitudes towards debt and its impact on likelihood of college loan repayment.

“Until now, education data have focused primarily on student test scores. Our efforts will contribute vital research on how students learn via new technology, how it influences student behavior, and how schools can best leverage technology in the classroom,” said EverFi Director of Research Todd Wyatt. “We are investing time, money, and brainpower to uncover the true value of digital learning. We want *Assembly™* to inform the entire education technology movement.”

**About EverFi, Inc.**

EverFi, Inc. is the leading education technology company to teach, assess, and certify students in critical life skills. EverFi’s education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Alcohol Abuse, and Sexual Assault Awareness, with additional product areas to be announced in early 2012. The company is leading a national movement in 50 states that teaches adults and students using the latest technology, including cutting-edge media, high-definition video, simulation, rich graphics, and avatars. EverFi’s *AlcoholEdu®* learning platform is one of the few education technology programs independently proven by the National Institutes of Health to change student behavior and reduce alcohol-related negative consequences. Learn more at [www.everfi.com](http://www.everfi.com).

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