

EVERFI ANNOUNCES FORMER HEADS OF REPUBLICAN AND DEMOCRATIC GOVERNORS ASSOCIATIONS TO LEAD NATIONAL EDUCATION INITIATIVE

Washington, D.C. – April 19, 2011 – EverFi, Inc., the leading education technology platform addressing growing state mandates in new subject areas including financial literacy, student loan management, digital literacy, alcohol prevention, and others, today announced the addition of Nick Ayers, former Executive Director of the Republican Governors Association (RGA), and Nathan Daschle, former Executive Director of the Democratic Governors Association (DGA) to spearhead the EverFi Advisory Board. Ayers and Daschle will lead the EverFi initiative to launch statewide programs to help provide innovative tools and technology to teachers and school districts, particularly in low-income communities across all 50 states.

“We’re trying to ignite a national conversation on the competitiveness and readiness of America’s students,” said EverFi Chief Executive Officer Tom Davidson. “Governors and other state leaders are at the forefront of bringing innovation to schools. Nick and Nathan care deeply about education and this is a powerful signal that these critical areas cut across all party and political affiliations. They are two of the most talented and forward-thinking people that I know and we’re lucky to have them.”

“EverFi has an ingenious model to educate students on the core fundamental lessons of life, which school curriculum currently misses, all at zero cost to states,” said Nick Ayers. “EverFi’s advanced technology has created a true win-win for students, educators, and elected officials that, irrespective of the strain on budgets, can immediately be implemented. I am excited at how many of our elected officials are already requesting to become an EverFi partner. I know there will soon be a day when all schools in America have access to EverFi’s technology. I am sincerely honored to play a small role in making this happen.”

“At the heart of every Governor’s agenda is a promise to the next generation that tomorrow will be better than today,” said Daschle. “Unfortunately, with states facing coast to coast budget crises, this promise has never appeared more elusive. Using advanced technology, EverFi has found an innovative way to provide our nation’s schoolchildren with access to much needed blended-learning innovation - all at no cost to government. For cash strapped states, it’s the closest thing I have ever seen to a slam dunk.”



About EverFi, Inc.

EverFi is the leading education technology platform to teach, assess, and certify students in critical skills including Financial Literacy, Student Loan Management, Digital Literacy, Substance Abuse, and additional product areas to be announced in 2011. The company is already powering a national movement in 50 states that enables students to learn using the latest technology, including rich media, high-definition video, diagrams and avatars. EverFi's current products include The EverFi™ Financial Literacy Platform, Buttonwood™ Personal Finance and Student Loan Management, AlcoholEdu®, and the Ignition™ Digital Literacy and Responsibility Platform.

EverFi is building an entirely new framework to finance and deliver content, technology and innovation into schools. The company boasts an integrated network of thousands of schools across the country that will incorporate the EverFi learning platform into their curriculum each year. EverFi teams with major corporations and foundations to provide the programs at no cost to the schools. The company is adding over 200 new K-12 schools and colleges per month onto the platform and over 3 million students have completed EverFi's technology courses.

In September 2010, EverFi raised \$11 million from New Enterprise Associates, Allen and Company, Tomorrow Ventures, the investment vehicle for Google Chairman Eric Schmidt, and leading CEOs such as Michael Chasen, CEO of Blackboard. Learn more at www.everfi.com

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