

PRESS RELEASE

EVERFI ANNOUNCES BUTTONWOOD PLATFORM TO HELP CAREER COLLEGES ADDRESS NEW GAINFUL EMPLOYMENT MANDATES

Washington, D.C. – June 3, 2011 – EverFi, Inc., the leading education technology platform for critical skills, announced its **Buttonwood™ Personal Finance and Student Loan Management** platform to help career colleges better prepare students for gainful employment as now required by the Obama Administration to remain eligible for Federal student aid. Buttonwood™ empowers students with concrete financial and student loan decision-making skills that lead to successfully finishing school and managing their debt obligations.

“The new Obama Administration regulations call for innovation to better prepare students to make good educational decisions, and colleges will need to act swiftly to make improvements,” said EverFi Chief Operating Officer Jon Chapman. “Buttonwood is a preventative solution to begin educating students *now*, so that graduates will meet new benchmarks for loan repayment down the road. We look forward to partnering with schools on this critical issue.”

The Buttonwood™ Platform includes a compressed and sophisticated new media presentation of key financial literacy concepts, complemented by an interactive, highly customized gaming simulation that provides a personalized experience for each student. Reflecting the diversity of the non-traditional student population at many career colleges, Buttonwood™ adapts to each user so that the educational content around loan management is most applicable to them.

Results from a study conducted with students at a Career Quest Learning Center in Lansing, Michigan demonstrate Buttonwood’s™ impact on student knowledge gain and attitudinal change. Students who completed Buttonwood™ in a co-curricular manner improved their knowledge of debt and repayment by 31%. Additionally, 78% of these students reported that Buttonwood™ improved their attitude towards student loan debt, and 73% reported Buttonwood™ increased their awareness of the risks of credit card debt.



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 Sexual Assault Prevention, 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 Platform, Ignition™ Digital Literacy Platform, and AlcoholEdu® for College. Our courses have touched the lives of over 3 million students across 3,500 institutions, with more than a decade of service to higher education, and 8 published studies documenting the efficacy of our programs. Learn more at www.everfi.com

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