

PRESS RELEASE

EVERFI ANNOUNCES FORMER WASHINGTON D.C. MAYOR ADRIAN FENTY TO LEAD NATIONAL CITIES EDUCATION CAMPAIGN

Washington, D.C. – May 12, 2011 – EverFi, Inc., the leading education technology platform addressing growing state mandates in new subject areas, announced today that former Washington D.C. Mayor Adrian Fenty will lead its national cities education campaign to ensure all students have access to critical skills training through cutting-edge technology.

“Imagine cities where students are graduating every year with a clear understanding of managing their credit and student loans, leveraging the Internet and their social network for jobs and opportunities, and avoiding the spiral of substance abuse,” said EverFi Chief Executive Officer Tom Davidson. “These ideas are often absent from the educational landscape in big cities. The Mayor is going to help us fix that.”

“The economic and social pressures on families in America’s cities are immense,” said Adrian Fenty. “While schools must focus on academic achievement, we also must ensure students have the survival skills necessary to succeed outside the school walls. EverFi’s technology platforms across these necessary skill sets represent a meaningful way to engage with the private sector to ensure a scalable solution.”

In April 2011, EverFi launched its national education campaign at the state-level with the addition of the former head of the Democratic Governors Association, Nathan Daschle, and the former head of the Republican Governors Association, Nick Ayers. Daschle and Ayers are focused on ensuring that all Governors and states have an opportunity to participate in this unique EverFi public-private partnership.

EverFi has launched public-private partnerships in public schools across major American cities including Houston, Newark, San Francisco, San Diego, Atlanta, Richmond, and St. Louis. “This is the single most aggressive education initiative undertaken by a private-sector company in many years. We need all the help that we can get,” said Davidson.



About EverFi, Inc.

EverFi is the leading education technology platform to teach, assess, and certify students in critical skills that states are mandating and employers are demanding, including Financial Literacy, Student Loan Management, Digital Literacy and Responsibility, Substance Abuse Prevention, and additional platform areas to be announced in 2011. The company is already powering a national movement in 50 states and over 3000 high schools and colleges.

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