



## PRESS RELEASE

### **EVERFI LAUNCHES *IGNITION*, NEW DIGITAL LITERACY PLATFORM FOR SCHOOLS**

*Washington, D.C. – February 2, 2011* – EverFi Inc., a provider of the leading education technology platform, today announced its expansion as a broader education company by unveiling that it will move into critical new curriculum areas beginning with Digital Literacy.

EverFi will continue to scale its model of partnering with private sector sponsors to underwrite the cost of this critically important education platform to ensure all high school students have access to financial literacy, and now digital literacy.

“Three years ago, we began to tackle a key knowledge barrier that keeps children and their families from succeeding – understanding personal finance,” said Chief Executive Officer Tom Davidson. “There are thousands of schools and hundreds of thousands of students literally left off of the technology grid every year. This is going to further exacerbate the already significant achievement gap in these communities. Our new product is going to be a major breakthrough in how students can leverage technology to advance their career and educational goals.”

The new *Ignition - Digital Living* product takes on the critical issue of how students live and succeed in a world filled with computers, Internet, smart phones, social networking, on-line identity risks, and cyber-bullying. Applying the same cutting-edge media technology EverFi students are accustomed to, students will learn the nuts and bolts of the technology they use everyday; build concrete technology skills they can immediately use; and understand the personal risks and rewards that technology can bring to their lives.

“How do you live successfully in the cloud?” said Tom Davidson. “Kids today spend more time using gaming and media than sleeping and in school. We want to ensure they use it successfully to obtain the jobs and their full potential.”



## **About EverFi**

EverFi provides the leading education technology platform to teach students critical skills including financial literacy, student loan management, digital literacy, and additional product areas to be announced in 2011. The company is already powering a national movement in 49 states and over 2,500 schools that enables students to learn using the latest technology, including rich media, high-definition video, diagrams and avatars. EverFi engages corporations and foundations as experts and sponsors in this cause.

EverFi is building an entirely new framework to finance new content and technology into schools. EverFi has built an integrated network of thousands of schools across the country that will incorporate the EverFi learning platforms into their curriculum each year. EverFi teams with major corporations and foundations to provide the programs at no cost to the schools. EverFi is adding over 300 new schools per month on the Platform.

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](http://www.everfi.com)

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