



PRESS RELEASE

EVERFI TO EXPAND AND RELOCATE IN WASHINGTON, D.C.

Washington, D.C. – January 12, 2011 – EverFi Inc., a provider of the leading education technology platform, today announced plans to rapidly expand its operations in the next quarter to include adding over 50 new jobs in Washington D.C. In addition, EverFi moves its headquarters next week to expanded facilities on M Street, NW in Georgetown.

“Our roots and culture start from three employees in a three-room DC row house. We have expanded to 20 team members over the past few months in that same tiny house. We need a few more chairs. We look forward to welcoming another 50 employees into our new headquarters,” said Chief Executive Officer Tom Davidson.

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

About EverFi

EverFi provides the leading education technology platform to teach students critical skills including financial literacy, student loan management, and additional product areas to be announced in early 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 sponsors in this cause. Learn more at www.everfi.com

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