

PRESS RELEASE

EVERFI PARTNERS WITH HISPANIC ASSOCIATION OF COLLEGES AND UNIVERSITIES TO BRING FINANCIAL LITERACY EDUCATION TO HISPANIC AMERICAN STUDENTS

Washington, D.C. – November 2, 2011 – EverFi, Inc., the leading education technology company for critical skills, today announced a partnership with the Hispanic Association of Colleges and Universities (HACU) to bring new-media financial literacy and student loan education to Hispanic American students across the U.S. This new partnership will leverage the **Buttonwood™ - Personal Finance and Student Loan Management** learning platform to deliver critical financial education to HACU member institutions.

“The initiative we are announcing today is a unique opportunity for 50 Hispanic-Serving Institutions to receive campus access to the Buttonwood platform at no cost to their institution,” said HACU President and CEO Dr. Antonio R. Flores in his remarks at the Opening Plenary of the HACU 25th Annual Conference in San Antonio, where more than 1500 participants gathered on October 29. “This is an exciting opportunity to provide critical financial literacy and student loan management skills to your students, and I encourage all institutions to consider it.”

Hispanics represent the largest ethnic or race minority in the United States, but their financial literacy scores lag relative to their non-Hispanic white peers, according to the Jump\$tart Coalition for Personal Financial Literacy. Data from the Federal Deposit Insurance Corporation (FDIC) indicate that 43% of Hispanic households in the US are unbanked or “underbanked,” meaning that they have relied on non-bank money orders, check-cashing services, payday loans, or other similar services in place of traditional banking.

“EverFi has partnered with HACU to ensure that all students have equal access to critical content around savings, banking, credit cards, and financing higher education,” said EverFi Chief Operating Officer Jon Chapman. “Armed with this knowledge, Hispanic Americans have the potential to greatly improve the economic stability and financial well-being of our nation.”

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 student population at many Hispanic-serving institutions, **Buttonwood™** adapts to each user so that the educational content around banking and loan management is most applicable to them.



About EverFi, Inc.

EverFi, Inc. is the leading education technology company to teach, assess, and certify students in critical skills. EverFi's education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Alcohol Abuse and Sexual Assault Awareness, and additional product areas to be announced in early 2012. The company is already powering a national movement in 50 states that enables adults and students to learn using the latest technology, including rich media, high-definition video, simulation, diagrams, and avatars. Learn more at www.everfi.com

About the Hispanic Association of Colleges and Universities

The Hispanic Association of Colleges & Universities (HACU) was established in 1986 with a founding membership of 18 institutions. Today, HACU represents more than 400 colleges and universities committed to Hispanic higher education success in the U.S., Puerto Rico, Latin America, Spain and Portugal. Information is available at www.hacu.net. HACU can also be found on [Twitter](#) and [Facebook](#).

Contact

Jennifer Sykes
EverFi, Inc. – Director of Marketing
2715 M Street, NW, Suite 400
Washington, DC 20007
jenny@everfi.com
339-223-3170