

PRESS RELEASE

EVERFI PARTNERS WITH MORTGAGE BANKERS ASSOCIATION TO BRING FINANCIAL LITERACY EDUCATION TO AMERICAN CONSUMERS AND STUDENTS

Washington, D.C. – October 20, 2011 – EverFi, Inc., the leading education technology platform for critical skills, today announced a partnership with the Mortgage Bankers Association (MBA) to bring new-media personal finance and loan education to consumers and students across the US. Through this partnership, the MBA will be able to offer its members and their customers the full suite of EverFi’s financial literacy learning platforms, including the soon-to-launch adult platform, **EverFi@Work™**.

“Financial literacy is a critical skill for Americans young and old as they make significant financial decisions that will impact their futures, such as buying a home or saving for retirement,” said EverFi Executive Vice President Ray Martinez. “These are challenging economic times for American consumers, and EverFi’s partnership with the Mortgage Bankers Association represents our shared commitment to putting America back on strong financial footing - one customer, one student, one community at a time.”

“Financial literacy has long been a cornerstone for the MBA, and our goal is to help lead the way for a new era of financial responsibility and understanding,” said MBA President and Chief Executive Officer David H. Stevens. “Using technology, MBA’s members will be able to provide hundreds of thousands of their customers with the critical knowledge they need to make strong personal financial decisions.” Stevens added.

The program, which will officially launch with customers in December, will allow MBA members to private-label EverFi’s learning platforms and provide them to customers, community groups, and schools. EverFi’s four unique financial literacy learning platforms are designed for all ages.

The **EverFi@Work™** platform is designed for the adult consumer and focuses on critical concepts such as mortgages, credit scores, saving, and planning for retirement. **Buttonwood™ - Personal Finance and Student Loan Management** includes a sophisticated presentation of key financial literacy concepts for the college student, complemented by an interactive, highly customized simulation providing a different experience for each individual. **EverFi™ - Financial Literacy** is integrated into the high school curriculum to cover topics including credit scores, budgeting, insurance, credit cards, student loans, mortgages, taxes, stocks, savings, 401k’s and other critical concepts. Finally, **Vault™ - Understanding Money** is designed for elementary school students. The platform introduces financial literacy skills early in a child’s cognitive development and empowers children to cultivate good financial habits that will stay with them throughout their lives.



About EverFi, Inc.

EverFi, Inc. is the leading education technology platform 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. More than 3 million students have completed EverFi platforms. Learn more at www.everfi.com

About The Mortgage Bankers Association

The Mortgage Bankers Association (MBA) is the national association representing the real estate finance industry, an industry that employs more than 280,000 people in virtually every community in the country. Headquartered in Washington, D.C., the association works to ensure the continued strength of the nation's residential and commercial real estate markets; to expand homeownership and extend access to affordable housing to all Americans. MBA promotes fair and ethical lending practices and fosters professional excellence among real estate finance employees through a wide range of educational programs and a variety of publications. Its membership of over 2,200 companies includes all elements of real estate finance: mortgage companies, mortgage brokers, commercial banks, thrifts, Wall Street conduits, life insurance companies and others in the mortgage lending field. For additional information, visit MBA's Web site: www.mortgagebankers.org.

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