

PRESS RELEASE

**NEW FEDERAL GOVERNMENT STUDY:
ALCOHOLEDU REDUCES BINGE DRINKING AND ALCOHOL-RELATED HARMS**

August 18, 2011 – Washington, DC – EverFi, Inc., the leading education technology platform company, today announced the release of a new federal government study showing that **AlcoholEdu®**, EverFi's online alcohol education program for incoming first-year students, is proven to reduce student binge drinking and alcohol-related harms, such as blackouts, injuries, and sexual assaults. More than one third of all college freshmen across the U.S. will complete the program in the upcoming academic year.

Every Fall, campus administrators undertake the task of trying to reduce binge drinking among their incoming students by employing a variety of strategies, ranging from alcohol awareness week, to fake ID policies, and even Friday classes. But moving the dial on this issue can be extremely challenging – and few strategies have been scientifically proven to actually change student behavior. The national study showing that **AlcoholEdu®** works represents a major milestone for the field of alcohol prevention.

"This study is the equivalent of an FDA approval on a pharmaceutical drug," said Brandon Busteed, EverFi Executive Vice President and creator of **AlcoholEdu®**. "No other program has ever reached this bar, and it's likely that no other program will anytime soon."

The fully independent, 3-year, 30-college controlled study was funded by the National Institutes of Health (NIH) through the National Institute of Alcohol Abuse and Alcoholism (NIAAA). With these findings, **AlcoholEdu®** stands as the only alcohol education program that has been proven effective in reducing dangerous alcohol use by college students.

"Campuses using **AlcoholEdu®** should feel confident that they are employing the single most effective strategy for reducing binge drinking and keeping students safe," said Busteed. "Those who have yet to take that step should be asking why not. With one third of all college freshmen taking the program this fall – and a federal government study proving it works – **AlcoholEdu®** is now a clear standard of care in higher education."

AlcoholEdu incorporates the latest evidence-based prevention methods to create a highly engaging user experience that inspires students to reflect on and consider changing their drinking. The 2.5-hour course uses proprietary adaptive pathing to provide a highly personalized experience to all students, based on their drinking choices and readiness to change. More than 3 million students to date have taken AlcoholEdu®, making it one of the largest online courses in the world.

**About EverFi, Inc.**

EverFi 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, Substance Abuse and Sexual Assault Awareness, and additional product areas to be announced in 2011. The company is already powering a national movement in 50 states that enables students to learn using the latest technology, including rich media, high-definition video, simulation, diagrams, and avatars. Learn more at www.everfi.com

Contact

Tammy Wincup
EverFi, Inc - Executive Vice President
2715 M Street, NW, Suite 400
Washington, DC 20007
tammy@everfi.com
202-625-0011