



## PRESS RELEASE

### EVERFI EXPANDS FINANCIAL LITERACY PLATFORM TO REACH YOUNGER STUDENTS

Washington, D.C. – August 17, 2011 – EverFi, Inc., the leading education technology platform company, today announced that it has expanded to teach younger students the importance of financial literacy with the launch of **Vault™ - Understanding Money**. This new financial literacy platform, geared toward students in 4<sup>th</sup> through 6<sup>th</sup> grade, empowers children to start cultivating good financial habits early. With the addition of **Vault™**, EverFi now offers new-media financial literacy platforms for primary schools, high schools, colleges and universities.

“Over the years, our school partners have often asked if we could build a financial literacy platform for younger audiences,” said EverFi Chief Executive Officer Tom Davidson. “After almost a year of development, **Vault™ - Understanding Money** is an incredible new learning platform that appropriately brings financial concepts to life for young children. The combination of new media, gaming, and the ability to track and measure progress of every student is entirely unique. We remain honored to work in schools across the country to bring them this new tool.”

University of Kentucky men’s basketball coach John Calipari, U.S. Representative Hal Rogers, and Kentucky Education Commissioner Terry Holliday officially launched **Vault™** last week as a part of a new statewide financial literacy initiative across the Commonwealth of Kentucky. Coach Calipari announced that his family foundation will partner with local banks to provide **Vault™** free of cost to Kentucky elementary schools in the 2011-2012 academic year.

**Vault™ - Understanding Money** is an interactive, new-media learning platform specifically designed to introduce financial literacy skills early in a child’s cognitive development. Course topics include saving, budgeting, responsibility and decision-making, credit and debt, careers, income, charity, and more. The course features interactive lessons, games, and story-based activities that challenge kids to make choices in real-life scenarios to best achieve important goals around saving and job planning. The 2.5-hour curriculum aligns with both state and national standards.

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

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