

FOR IMMEDIATE RELEASE

SIMPLETUITION ACQUIRES TUITIONCOACH; EXPANDS WAYS TO HELP FAMILIES DETERMINE HOW BEST TO PAY FOR COLLEGE

SimpleTuition Helps Students and Families Save Thousands of Dollars With A Personalized Plan to Cover College Costs

NEWTON, Mass. and San Mateo, CA - December 2, 2009 - SimpleTuition, Inc., the premier destination for personalized student loan research and comparison, has acquired TuitionCoach, the leading website for personalized college financial guidance. Terms of the deal were not disclosed.

Since its launch, SimpleTuition has helped millions of college-bound students research and better understand the complicated world of student loans. With the addition of TuitionCoach, SimpleTuition expands its services, now offering a number of interactive tools that help families better understand how they can prepare to pay for college long before applying for financial aid.

"Visits to SimpleTuition.com reached record heights this year - up more than 50% from 2008 -- as more and more families struggled to pay for college. While student loans remain an important piece of the puzzle when paying for college, families can also prepare simply through smarter positioning of their finances before applying for financial aid," said Kevin Walker, co-founder and CEO of SimpleTuition. "By acquiring TuitionCoach, we can better help the families of students who attend the nation's best - but often costly - colleges and universities."

TuitionCoach provides families with a personalized, step-by-step approach to optimizing their financial picture based on how colleges determine each applicant's Expected Family Contribution (EFC) and eligibility for financial aid. Easy to use, interactive tools enable families to preview their EFC and get tips for how to save. Moreover, TuitionCoach provides detailed guides to completing the FAFSA (Free Application for Federal Student Aid) and CSS Profile to help families avoid costly mistakes. And once a student has received a financial aid offer, TuitionCoach can help determine how fair it is and provide advice on how to negotiate as needed.

"TuitionCoach shares SimpleTuition's mission to make college more accessible and affordable for all," said Monisha Perkash, co-founder and CEO of TuitionCoach. "We look forward to working with SimpleTuition to bring our decades of experience with the college funding process to more families, so students and parents can focus on finding the right college, rather than the sticker price."

Baker Pacific assisted as financial advisor to TuitionCoach in this acquisition.

About SimpleTuition, Inc.

SimpleTuition is committed to helping students and parents figure out how to make college affordable. SimpleTuition.com features interactive tools for a personalized approach to understanding the college funding system and available education

financing options. Named Best Financial Services Site by Kiplinger's, SimpleTuition is headquartered in Newton, Mass., and is funded by Atlas Venture, Flybridge Capital Partners, and North Hill Ventures. For more information, visit SimpleTuition.com.

About TuitionCoach

TuitionCoach is a personalized internet-based program that guides families step-by-step through the college financial aid process, offering: expert tips for completing financial aid applications; guidance to maximize financial aid eligibility; a personalized assessment of a student's financial aid award; analysis of college funding options; and email consultation. TuitionCoach.com's tools are based on experience derived from providing college funding advice to thousands of U.S. families. For more information, go to www.TuitionCoach.com.

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