

VETERANS ADVANTAGE AND STUDENTAID.COM PARTNER TO HELP MEMBERS AND THEIR CHILDREN FIND AFFORDABLE COLLEGES

SACRAMENTO, CA – Jan. 12, 2010 – Responding to the college-affordability crisis, Veterans Advantage today announced a partnership with StudentAid.com that provides members a personalized planning tool, which determines financial aid eligibility and net prices to help them find the best education deal. StudentAid.com also will sponsor a \$1,000 Veterans Advantage college scholarship.

“Families need to know ahead of time which colleges will offer the best economic and academic fit before students apply so they can make smart choices that don’t burden them with debt,” said Craig V. Carroll, founder and chief executive officer of StudentAid.com.

StudentAid.com’s breakthrough service takes into account each high school student’s academic and financial circumstances to accurately calculate and compare aid eligibility and net prices for as many as 10 colleges of their choice at a time. StudentAid.com uses the latest federal and state aid formulas as well as college aid information to ensure accuracy.

Each personalized ***College Cost & Planning***[™] report:

- Assesses a student’s eligibility for more than \$100 billion of student aid
- Evaluates each individual’s out-of-pocket costs at more than 6,500 colleges
- Provides detailed comparative data on college choices so students may easily compare colleges

Reports are customized for Veterans Advantage and available to its members and their children at a special discount.

“We endorse StudentAid.com’s innovation because it eliminates financial guesswork and helps families make well-informed decisions about how to plan and pay for college,” said Scott Higgins, founder of Veterans Advantage.

Each custom report not only assesses personal costs, but also provides specific information about grants and tax credits as well as detailed college profiles and a planning timeline to make researching and choosing affordable colleges easier.

Veterans Advantage members may access StudentAid.com's easy online, self-serve method on a Veterans Advantage-branded Web site, or use an advisor-assisted telephone service.

Details about how Veterans Advantage members' children may apply for StudentAid.com's college scholarship will be available early in 2010.

About Veterans Advantage

Veterans Advantage is a leading nationwide card membership program delivering new recognition and rewards for U.S. Military Veterans, Active Duty Military, Retired Military, Active and Retired National Guard & Reservists, and their family members. The card membership program provides respect, recognition and rewards through special offers and money-saving benefits as a thank you for service to the country. All who qualify are encouraged to try a 30-day trial at www.veteransadvantage.com.

About StudentAid.com

StudentAid.com, Inc. provides the first personalized, side-by-side comparison of the net costs of college and student aid eligibility to help students and their families choose colleges that fit their career goals and bank account, years before applying.

StudentAid.com is a private company headquartered in Sacramento, CA.

www.studentaid.com

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