

## **STUDENTAID.COM NAMES JEFF WHORLEY PRESIDENT TO EXPAND ITS SERVICES FOR COLLEGES AND CONSUMERS**

Sacramento, CA – Nov. 13, 2009 – College planning and student aid advisory service StudentAid.com today named as president John F. “Jeff” Whorley, Jr., a former executive vice president of Sallie Mae Corp.

“Jeff’s experience in servicing colleges and his passion for helping college-bound students and their families make him an ideal fit for this role,” said Craig V. Carroll, StudentAid.com’s founder and chief executive officer. “Jeff’s track record of growing businesses is a tremendous advantage as StudentAid.com expands the products and services we offer universities and prospective college students.”

Last month, StudentAid.com announced the **Student Aid Estimator**<sup>™</sup>, a customizable net cost calculator to help colleges to meet the federal mandate of providing consumers greater cost transparency. The law, passed in August 2008, requires all 6,800 higher education institutions receiving Title IV funds to install a net cost calculator on their Web sites by Oct. 29, 2011. The company in September also introduced a personalized consumer service - the **College Cost & Planning Report**<sup>™</sup> - that compares a student’s specific aid eligibility and out-of-pocket costs before they apply to colleges.

“Wise decisions about going to college begin with prospective students and their families getting accurate, comparative information, especially about their true net cost of college,” Whorley said. “The StudentAid.com team has built the best technology available for providing that crucial insight and information, either as a personalized report for consumers, or through individual college Web site calculators. I’m very pleased join this team.”

Whorley, 48, left Sallie Mae in early 2007, and later began co-authoring *Getting College Right*, with former *Washington Post* reporter Claudia Deane. Their book will be published next year. Whorley also serves on three university-related boards.

As an executive vice president of Sallie Mae, Whorley led the corporation’s debt management operations division for seven years, during which employees increased from 550 to more than 4,000. He joined Sallie Mae in 2000 when it acquired USA Group, the nation’s largest student loan guarantor, where he served as a senior vice president and oversaw a similar operation.

A native of Tennessee, Whorley was the Democratic nominee for the Fourth Congressional District of his home state in 1994, and served as Chief of Staff for U.S. Rep. Bart Gordon (D-TN) from 1987 to 1993. Whorley earned a bachelor's degree from The University of The South (Sewanee) and a MBA from The University of Indianapolis.

StudentAid.com offers demonstrations of its ***Student Aid Estimator***<sup>™</sup> on campuses and via Webinars. Contact 1-877-987-5079 to schedule an appointment with the StudentAid.com team. Prospective college students and their parents may get a ***College Cost & Planning Report***<sup>™</sup> at StudentAid.com.



**John F. "Jeff" Whorley, Jr.  
President of StudentAid.com**

### **About StudentAid.com**

StudentAid.com, Inc. provides net cost calculator technologies to post-secondary institutions. The company also 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/colleges](http://www.studentaid.com/colleges)

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