

StudentAid.com Offers Colleges Net Cost Calculator To Meet Federal Mandate for Cost Transparency

Sacramento, CA – Oct. 22, 2009 - StudentAid.com today announces an advanced technology for colleges to meet the federal net cost calculator mandate of providing consumers greater college cost transparency.

“We have begun demonstrating our **Student Aid Estimator**[™] at colleges around the country,” said David Childress, general manager at StudentAid.com. “We anticipated consumers’ need for greater college cost transparency and have spent the past two years preparing and testing our service to provide a flexible, accurate, and user-friendly calculator to Title IV colleges and universities.”

The Higher Education Opportunity Act, signed into law August 2008, requires all Title IV eligible institutions to provide a net cost calculator on their Web site so prospective students and their families have more precise student aid and out-of-pocket cost information before applying to colleges.

Of the 6,800 Title IV institutions that must provide net cost calculators, only a handful of colleges currently offer them. The shift to greater college cost transparency is in response to concern that prospective students and their families can’t determine their student aid eligibility in advance of applying to college.

A College Board report this week stated college “sticker prices” are climbing faster than inflation but increases in student aid have kept the average net cost for college students to less than the average net cost five years ago.

“Since introducing our consumer net cost service at NACAC in September, dozens of colleges have asked for demonstrations of our unique institutional **Student Aid Estimator**[™], Childress said. “Our technology goes beyond the net cost template currently under development by the U.S. Department of Education because it will enable institutions to offer student aid estimates that have greater accuracy. Our **Student Aid Estimator**[™] provides individual aid estimates based on each student’s academic and financial circumstances, and any other factors relevant to a college’s student aid programs, not just student aid estimates based on averages or ranges. Our **Student Aid Estimator**[™] can be customized for institutional methodology and specific

aid programs and offer a host of user-friendly features.”

The company’s **Student Aid Estimator**[™] offers colleges and universities these advantages:

- **Accuracy** – Gives prospective students and their families the most realistic and up-to-date estimations of their out-of-pocket costs and aid eligibility for federal, state, and institutional aid programs.
- **Customization** – Reflects each institution’s unique approach to enrollment and financial aid. The service is custom tailored from the type of questions asked to the format prospective students use.
- **User-friendliness** – Guides users through questions, helping them understand and answer questions that can be confusing.
- **Proven technology** – Tested with 25 million student profile simulations and 28,000 real students to ensure superiority.

StudentAid.com offers demonstrations of its **Student Aid Estimator**[™] on campuses and via Webinars. Contact 1-877-987-5079 to schedule an appointment with the StudentAid.com team.

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

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