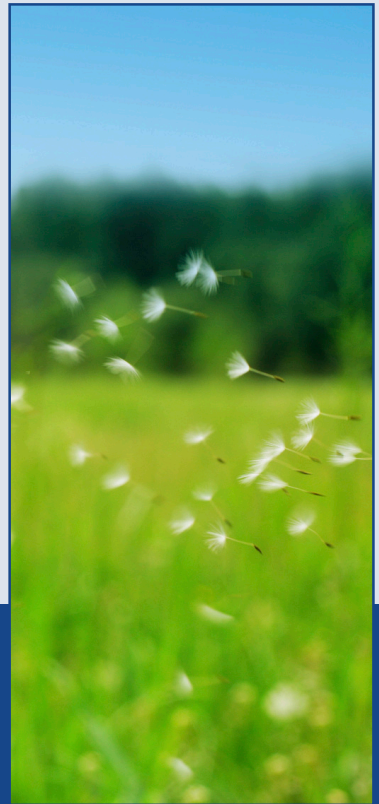


Press Kit



College Savings Bank

“To be a partner to parents who are preparing their children for higher education. We are in the financial business, but as a partner, we treat all of our beneficiaries like family members – and in as such, bring products and services to the market that we would want as parents ourselves.”



September 1987:

- College Savings Bank begins business in college savings industry
- Bank becomes member Federal Deposit Insurance Corporation
- Bank releases the first CollegeSure CD

November 1987:

- Bank reaches \$500,000 in deposits

December 1987:

- Bank reaches \$1 million in deposits

February 1988:

- Bank reaches \$2 million in deposits

December 1995:

- Bank releases first CollegeSure Investor Newsletter

October 1997:

- Bank acquires Montana Family Education Savings Program (MFESP)

August 1998:

- Bank acquires Arizona Family College Savings Plan (AFCSP)
- Bank begins to use online enrollment

October 2001:

- Pacific Life Insurance purchases College Savings Bank.

February 2008:

- Bank releases the first InvestorSure CD

April 2008:

- Bank releases the first Fixed rate CD

June 2008:

- Bank begins the use of E-checks for online enrollment



College Savings Bank, which began operations in September 1987, has been helping families fund education for more than 22-years.

Our Business

The Bank originates and markets Certificates of Deposit (CDs) including the CollegeSure CD® and the InvestorSure CD®. Each is an innovative, unique saving-for-college investment featuring FDIC insurance up to \$250,000 per depositor* and principal protection.

At College Savings Bank we believe our first priority is to preserve investor assets, therefore protect a child's future. Our CDs guarantee principal at maturity. And market conditions cannot affect the pledge we make to our families.

The Bank's success to date can be measured in part by its nationwide customer base, its distribution arrangements with nationally recognized broker/dealers, financial planners, employee benefit programs of national companies. Further, the Bank is the program manager for tax-advantaged, section 529 programs such as the Montana Family Education Savings Program and the Arizona Family College Savings Program which are available nationwide.



Our Creditworthiness

The Bank is strongly capitalized and operates under a conservative investment policy. On December 31, 2009, the Bank had regulatory capital ratio of Tier 1 (or core) capital to total assets of 6.20%

The Bank invests primarily in high-grade, adjustable-rate mortgage-backed securities, the majority of which are guaranteed by the U.S. government or its agencies as well as student loans through the Federal Student Loan Program. The Bank limits its investments in this manner in order to avoid the types of credit risks that have often financially impaired other banks. The Bank designs its investment portfolio and updates that portfolio periodically to match the interest rate sensitivities of its assets and liabilities. It pursues this matching to avoid the extreme interest rate exposure that has adversely affected many other banks.

A measure of the exceptionally high quality of the Bank's investment portfolio is found in the Bank's Tier 1 capital-to-risk-weighted-asset ratio under the FDIC's risk-based capital guidelines. On December 31, 2009 this ratio was 23.12%, as compared to the statutory minimum requirement of 4.00%.

Our Affiliation

College Savings Bank is a member of the Federal Deposit Insurance Corporation, which means that the Bank's deposits are insured by the Bank Insurance Fund of the FDIC up to \$250,000 per depositor*.

The combination of FDIC insurance, the Bank's high Tier 1 capital-to-total-asset and risk-based capital ratios as well as the Bank's conservative investment policy ensures the safety of your deposits. We believe no other financial institution offers its customers a more complete college funding solution.

*On October 3, 2008, FDIC deposit insurance temporarily increased from \$100,000 to \$250,000 per depositor through December 31, 2013.



CollegeSure CD

The CollegeSure CD is a 3- to 22-year variable rate certificate of deposit indexed to college costs and designed to meet the future cost of college. Principal and interest are FDIC-insured to at least \$250,000 per depositor*.

InvestorSure CD

The InvestorSure CD is a 5-year variable rate certificate of deposit indexed to the Standard & Poor's 500 Composite Index[®]. Unlike many investments, the InvestorSure CD does not risk principal and is FDIC insured to at least \$250,000 per depositor*. Investments held to maturity will also receive at least 85 percent of the average increase in the S&P 500 based on a formula.

Fixed Rate CDs

Fixed Rate CDs are offered with 1- and 3-year maturities and are open to all investors, including those interested in non -529 accounts. With Fixed Rate CDs, you'll have the safety of FDIC insurance* while earning great rates. The rates are updated weekly and are competitively priced.

*On October 3, 2008, FDIC deposit insurance temporarily increased from \$100,000 to \$250,000 per depositor through December 31, 2013.



529 Plans

College Savings Bank offers both the Montana Family Education Savings Program and the Arizona Family College Savings Program. Any U.S. taxpayer, regardless of income, may establish a tax-favored college savings account for anyone - including themselves, to help pay for qualified higher education expenses. 529 plans are tax advantaged, increasing the benefits for an account holder.

IRAs

College Savings Bank offers both Traditional and Roth IRAs for families saving for college. Traditional IRAs and Roth IRAs are established by individual taxpayers, who are allowed to contribute 100% of compensation (self-employment income for sole proprietors and partners) up to a set maximum dollar amount.

Coverdell ESAs

The College Savings Bank CollegeSure ESAs allow you (single incomes under \$95,000, joint under \$190,000) to contribute up to \$2,000 annually per beneficiary toward a child's education until the child reaches age 18. Non-deductible contributions grow tax-free and distributions are tax free for qualified education expenses.



Gilbert S. Johnson | Chief Executive Officer

College Savings Bank

Education

University of Notre Dame
BS, Business Administration

Business History

Mr. Johnson joined College Savings Bank in 1989 and served as Chief Operating Officer, Chief Financial Officer, and Chief Compliance Officer. In February 2007, Mr. Johnson was promoted to Chief Executive Officer.

From 1976 to 1989 Mr. Johnson was a Certified Public Accountant at the Chicago and New York offices of Arthur Andersen & Co. He was the advisor to domestic and foreign, commercial and investment banking institutions on the accounting ramifications of new financial products, public and private securities offerings, mergers and acquisitions, and financial techniques as well as financial reporting and compliance.

General

Member of the American Institute of Certified Public Accountants
Certified Public Accountant (CPA), State of Illinois



Dan Davenport | Chief Marketing Officer

College Savings Bank

Education

Montclair State University
BA, Business Administration

Business History

Mr. Davenport joined College Savings Bank in 2005 and served as head of advertising and marketing as well as Chief Marketing Officer.

From 1994 to 1998, Mr. Davenport was employed as an account director for The Sawtooth Group; a top fifty advertising, marketing and public relations firm. From 1998 to 2002, he held several marketing positions at Cendant including public relations manager and director of advertising and promotions. Prior to joining College Savings Bank, from 2002 to 2005, he served as founder and general manager of a boutique advertising agency in New Jersey.



Cheyenne Li | Chief Financial Officer

College Savings Bank

Education

State University of New York at Buffalo
MBA, Accounting/Corporate Finance

Renmin University of China
BA, Economics; MA, Economics

Business History

Ms. Li joined College Savings Bank in 2008 and serves as Chief Financial Officer.

Since 1992, Ms. Li has acquired extensive experience in accounting and corporate financial management. She has held progressive positions with worldwide companies including AIG Global Investment Group, Inc., State Street Insurance Services and Merrill Lynch Bank & Trust Co.

General

Certified Public Accountant (CPA)
Certified Management Accountant (CMA)
Certified in Financial Management (CFM)



Press releases are an important media relations and marketing component used by College Savings Bank.

Our releases have been covered by news sources such as:

Business Wire
Structured Retail Products
Savingforcollege.com
AllBusiness.com
Yahoo! Finance
Forbes.com
Smart Money
The Wall Street Journal

Some recent press releases follow:



Arizona College Savings Plan Adds Equity-Indexed CD

08/15/2008

StructuredRetailProducts.com

The Arizona Commission for Postsecondary Education has officially added a certificate of deposit (CD) linked to the return of the S&P 500 Index to the investment offerings within the nationally available Arizona 529 college savings plan.

As of 1 August, parents and grandparents who are helping their children and grandchildren save for future college expenses may contribute toward the five-year CD, the first tranche of which will price and issue on 1 November. Subsequently, issuance will take place four times per year in February, May, August and November.

“With today’s volatile mutual fund markets, our CD options provide a conservative investment that really meets the need,” executive director of the Arizona Commission Dr April Osborn told SRP. The Commission is the state organization which runs the Arizona 529 college savings plan. The FDIC insurance for deposits up to \$100,000 provides an added level of assurance and is especially popular with grandparents, she added. The Arizona plan’s oversight committee had been studying the addition of an equity-indexed CD for a while to determine if the investment was appropriate and how the back office worked.

The Arizona plan has been offering a totally different type of CD whose return is linked to an underlying index which tracks to the rise in college costs for up to 22 years. This CD acts like a college cost prepayment investment product.

Like the current CDs, the new InvestorSure CDs will also be issued by College Savings Bank of Princeton, NJ, but will offer a return that is tied to the performance of the S&P 500. The participation rate for the capital-protected plan will be determined at issuance but will be equal to at least 85% of the upside return of the equity index. A third, fixed rate CD will be added to the Arizona plan in September.

“Right now consumers are looking for shelter,” chief marketing office for the College Savings Bank, Dan Davenport told SRP.

The new Arizona issue is similar to that launched in Montana in November 2007. The first equity-linked CD issuance under the Montana plan raised \$1m, with two subsequent offerings raising roughly \$2m each, said Davenport.

Local investors in the Arizona 529 college savings plan, which is offering the InvestorSure CDs both through financial advisers as well as directly from its web site, will also benefit from an income tax deduction of up to \$750 for heads of households/\$1,500 for married filers. The new CD will be advertised via direct mail, newspapers, billboards and possibly through video news releases, said Davenport.

CD Sales Top \$1M for Montana's College Plan

02/05/2008

Release covered StructuredRetailProducts.com

Article by Lori Pizzani, North American news reporter for StructuredRetailProducts.com

The seven-week-old InvestorSure Certificate of Deposit (CD) program within the adviser-distributed channel of the State of Montana's 529 college savings plan has so far sold more than \$1m across 160 accounts, Dan Davenport, chief marketing officer for The College Savings Bank, Princeton, New Jersey, told SRP.

Montana is the first state to include an equity-linked CD among the investment offerings within its college savings plan.

The College Savings Bank partnered with the Montana Family Education Savings Program, which sponsors the state's 529 plan, to offer the five-year CD whose performance is linked to the S&P500.

The CD's original launch of 1 November was pushed back to 15 December. Despite the delay and a "soft" launch, the first offering of the equity-linked CD did well with 75% of the investment coming from in-state residents, Davenport said. The roll-out included print advertising in the largest newspaper in Billings, Montana, as well as billboards in two cities within the state and a direct mail campaign.

A full, national InvestorSure CD campaign is planned for 1 May 2008. "We're hoping for \$10m in InvestorSure by the end of 2008," said Davenport.

The plan is to begin offering equity-linked CDs monthly by 2009. Executives will also be looking at the possibility of CDs with a shorter maturity of, for example, three years, as well as a CD with a seven-year maturity, in addition to offering other underlyings linked to the CDs.

However, the program will absolutely not offer any CD which is not Federal Deposit Insurance Corp-protected or has less than 100% principal protection, he added.

Davenport believes the new CDs are popular for two reasons. First, since college savings began 12 years ago, parents of that first wave are now seeing college years getting closer and are desirous of a more conservative investment option. Second, the US stock market gyrations over recent months have made parents and grandparents wary.

Executives with the State of Arizona's 529 college savings program, which is also hoping to launch a similar investment option, is continuing to evaluate the product's success before it commits.

The State of Oregon's 529 college savings plan, which began offering equity-linked CDs in November 2007 in conjunction with New York manager OppenheimerFunds, did not reveal its own sales but acknowledged that there is a bit of a learning curve involved. "Investors are used to mutual funds and age-based options. I think it will take us a while," said Michael J. Parker, director of the Oregon savings network. "I believe this [product] will do well when advisers learn how to use it. We'll give ourselves a year," he said, adding that his state's plan usually sees a significant rise in investments between mid-February and May.

Second Offering of the InvestorSure CD from College Savings Bank nets \$2 million in deposits

06/03/2008

Savingforcollege.com and BusinessWire.com

This unique certificate of deposit, tied to the equity market, helps families save for a future college education within a 529 plan:

According to College Savings Bank, the InvestorSure CD is a hit with families saving for a future college education. Introduced to the 529 college savings plan world in December 2007, the InvestorSure CD, first issued on February 1, 2008, amassed \$1 million in deposits on behalf of 159 account holders. The second issuance of the InvestorSure CD, on May 1, 2008, generated \$2 million in deposits on behalf of 168 account holders. The next InvestorSure CD will be issued on August 1, 2008.

“Our expectation is to continue to see deposit growth in this college savings vehicle,” said Linda Green, AVP for College Savings Bank. “The InvestorSure CD’s unique blend of principal protection with a variable rate of return tied to the equity market is very attractive right now.”

The InvestorSure CD is a variable rate certificate of deposit that offers the formulaic upside performance of the S&P 500, without downside risk. The InvestorSure CD features FDIC insurance to at least \$100,000 per depositor and protects principal when held to maturity. The rate of return for the InvestorSure CD is based on a formula that is tied to the average rise in the S&P 500 from issue to maturity (5 years). The InvestorSure CD allows college savers the potential to benefit from rises in the stock market, and still have the safety of FDIC insurance and principal protection. Should the S&P 500 lose value, the depositors holding InvestorSure CDs will be returned full principal at maturity.

College Savings Bank issues InvestorSure CD 4-times a year (February 1, May 1, August 1 and November 1), but accepts deposits everyday for the investment. Contributions are held in an InvestorSure Accumulator account, with a current (APY) of 2.02%, until the CD’s next issue date. InvestorSure Accumulator Accounts with a balance of \$1,000 or more will automatically purchase an InvestorSure CD on the next issue date.

While historical rates of return are never a guarantee of future results – had the InvestorSure CDs been available, the previous 80 maturing CDs (ending in May 2008) in the aggregate, would have produced an average annual percentage yield (APY) of at least 5.40%. InvestorSure CDs will pay, based on a formula, at least 85% of the average increase in the S&P 500 from purchase date to maturity (5 years).

“We understand that money for college savings is not money families can afford to gamble with; this unique product was created with such families in mind,” Green continued.

While the InvestorSure CD may not attract every investor type, conservative investors such as Jyotsna Soman feel it is a way to diversify a portfolio.

“The Investorsure CD is a means to diversify and potentially receive returns exceeding college tuition increases all while preserving principal,” said Jyotsna Soman, a College Savings Bank customer since 1998.

For those interested in saving for other purposes, College Savings Bank has also launched a series of fixed rate CDs with very competitive rates of return. These CDs offer 1- and 3-year maturities and are open to all investors. Just the same as all College Savings Bank products, the fixed rate CDs offer principal protection and FDIC insurance.

College Savings Bank has been helping families save for college for over 20 years with products that concentrate on safety.

College Savings Bank Named 21st Largest Bank in the State of New Jersey

04/15/2008

Savingforcollege.com, BusinessWire.com, AllBusiness.com and Yahoo! Finance

Though not your typical 'bank' they hold \$575 million in assets.

Visit College Savings Bank in Princeton New Jersey and you will find they don't offer checking accounts or savings accounts. You can't get a car loan, home loan or even a personal loan; yet as of December 2007, they are the 21st largest bank in the state of New Jersey. What you can get at College Savings Bank are tools to help you save for your children's future college education costs.

College Savings Bank has been ranked among the top 25 chartered state banks in New Jersey. Released from the State of New Jersey's official website, this information places College Savings Bank as the 21st largest bank in the state with nearly \$575,000 million in total assets as of December 31, 2007.

Based in Princeton, NJ, College Savings Bank is a nationally recognized leader in providing college saving vehicles that help families save for the rising costs of college. With unique investment options such as the CollegeSure CD and the new InvestorSure CD, families can save for college conservatively with FDIC-insured deposits, making College Savings Bank a studious choice.

"College Savings Bank has been in business for 21 years, and helping families save for college is what we do," said Gilbert Johnson, President and CEO. "The college savings market is very complex, with both tax and financial aid implications tied to a parents method of funding a college education. We're here to help make the process easier with clear and smart choices."

Johnson added, "The cost of higher education is increasing at a rate more than double the general inflation rate, according to a New York Times article in October, 2007. By beginning to save early, parents are not only helping themselves off-set the year over year increases in college inflation through a return on their investment, but they are also buying themselves more time to meet the future cost of college."

College Savings Bank is the program manager for section 529 programs such as the Montana Family Education Savings Program and the Arizona Family College Savings Program which are available nationwide. With a nationwide customer base, distribution arrangements with nationally recognized broker/dealers, financial planners and employee programs within national companies, College Savings Bank has helped families save for college since 1987.

College Savings Bank markets college saving vehicles and believes their first priority is to preserve investor assets, therefore protecting the funding for a child's education. Customer satisfaction and personal attention are qualities that College Savings Bank aims to achieve year after year.

The Bank believes that part of offering a great program is not only gaining new customers but also providing existing customers with continuous service. College Savings Bank's customer service center provides assistance to new and existing customers through a call center and now through its website's "live chat" capability.

"There is a real advantage College Savings Bank has over other 529 plan providers - because it offers a truly safe and smart way to save for higher education," said Linda Green, AVP.

As studies from Alliance Bernstein Investments and from the Wall Street Journal have shown, college savers and investors alike are trending toward conservative savings during this time of volatility in the stock market. This allows our CollegeSure product, as well as the InvestorSure product, to shine and stand apart from the competition.

(Continued from page 14)

The two products offered by College Savings Bank, the CollegeSure CD and the InvestorSure CD, do not have any fees and have FDIC insurance to at least \$100,000 per depositor. The CollegeSure CD is a variable rate certificate of deposit that is tied to a college costs index and designed to help families save for their children's future cost of college. This product has the ability to act like a college cost prepayment product, depending on the amount of deposits and when deposits are made. The CollegeSure CD has stood the test of time with 21 years of availability and continues to be a safe, affordable and flexible method of saving money for a college education.

The new InvestorSure CD is a variable rate certificate of deposit indexed to the Standard & Poor's 500 Composite Index. Unlike many investments, the InvestorSure CD does not risk principal, so should the market decline, or the S&P 500 lose value, deposits will not suffer principal loss. This product allows college savers the ability to see the upside of the S&P 500 without the accompanying risk.

Based on a formula, had the InvestorSure CD been available, the previous 80 maturing CDs (ending October 2007) would have produced an average annual percentage yield (APY) of at least 5.32%. Although historical rates of return are not a guarantee, this CD may provide considerable returns when the market is performing well. If there are no market highs, the InvestorSure CD still protects your deposits and principal.

Johnson concluded, "those college bills are due on a set day, whether parents are prepared for them or not. How a family chooses to pay those bills can have a significant impact on their overall financial situation, at that time, and even into retirement."

With 21 years of experience, College Savings Bank was founded to help families safely save for their children's future college education costs. Their commitment to safety, innovative savings tools and service for their customers has helped to make College Savings Bank one of the largest banks in the state of New Jersey.

To find out more about the CollegeSure CD and the InvestorSure CD, call College Savings Bank at 1-800-888-2723, visit them online at <http://www.collegesavings.com> or even stop into their Princeton based office - just don't expect a drive through window.

College Savings Bank Receives 4.5 Stars from Savingforcollege.com

05/12/2009

And With Account Originations up 90% this year, more investors seem to be turning towards safety.

College Savings Bank, program manager of the Arizona Family College Savings Program (AFCSP) and the Montana Family Education Savings Program (MFESP), received a 4.5 star or “graduation cap” rating from the popular college saving Web site www.savingforcollege.com for their two tax-advantaged 529 programs. The MFESP was awarded a 4.5 “cap” rating and the AFCSP was awarded a 4 “cap” rating. Savingforcollege.com assigns a rating to each state-sponsored program ranging from one “cap” (least attractive) to five “caps” (most attractive). This rating system represents their opinion of the overall usefulness of a state’s 529 plan based on many factors.

“Families are shying away from risky investments,” said Linda Green AVP of College Savings Bank. “Our FDIC insured certificates of deposit are attracting a much wider range of depositors who are concerned about the stability of the equity market.”

Account originations at College Savings Bank increased by 92.5% in 2008 and total deposits increased by more than 23%. Such a dramatic rise in account originations seems to indicate that more families are looking for a safer way to help them save for a future college education, and College Savings Bank is one of the few FDIC insured banks currently offering a 529 plan.

“The stock market lost nearly 40% last year,” explained Green. “For a family that had already saved enough to pay for four years of a public education, this could translate to a great loss that many may not be able to recover from.”

The Bank originates 3 different types of college saving CDs, including the CollegeSure CD, the InvestorSure CD and a suite of fixed rate CDs. The CollegeSure CD is a variable rate CD indexed to a measure of college inflation. The InvestorSure CD is a 5-year certificate of deposit indexed to the S&P 500 based on a formula, providing investors with the upside potential of the stock market without the risk of principal loss when held to maturity. The Bank also added competitively priced fixed rate CDs in 2008 with 1- and 3-year maturities. Each CD features principal protection and FDIC insurance up to \$250,000 per depositor.

The Bank’s first priority is to preserve investor assets, thereby protect a child’s future. Market conditions cannot affect this pledge to the account holders of College Savings Bank. For more information call College Savings Bank today at 1-800-888-2723 or visit our website, www.collegesavings.com.

College Savings Bank Extends Contract With the Arizona Family College Savings Program

12/15/2009

Savingforcollege.com

Arizona's state-sponsored 529 plan has a home with College Savings Bank for seven more years.

The Arizona Family College Savings Program (AFCSP) has had a successful 10-year relationship with College Savings Bank and has recently signed a new 7-year contract that will continue this partnership through 2016. College Savings Bank is dedicated to maintaining the AFCSP as the gold standard among state-sponsored college savings programs within the nation. The Bank is pleased to provide Arizona families with FDIC-insured investment options until at least 2016.

529 plans are beneficial for Arizona families because deposits are tax-deductible, earnings grow tax-deferred and principal and earnings are distributed on a tax-free basis when used to pay for qualified college expenses.

Arizona tax-payers are entitled to a \$750 deduction to gross income per taxpayer, or \$1,500 for those married, filing jointly - based on contributions to any state-sponsored 529 plan, including Arizona's state-sponsored 529 plan the AFCSP.

College Savings Bank offers 3 different types of college saving CDs, including the CollegeSure CD, the InvestorSure CD and a suite of Fixed Rate CDs. The CollegeSure CD is a variable rate CD indexed to a measure of college inflation. The InvestorSure CD is a 5-year certificate of deposit indexed to the S&P 500 based on a formula, providing investors with the upside potential of the stock market without the risk of principal loss when held to maturity. The Bank also added competitively priced Fixed Rate CDs in 2008 with 1- and 3-year maturities. Each CD features principal protection and FDIC insurance up to \$250,000 per depositor through December 31, 2013.

College Savings Bank, which began operations in September 1987, has been helping families fund education for more than 20-years. While market conditions are affecting us all, on behalf of the AFCSP, it has been a pleasure to inform all Bank customers that their money is FDIC insured, principal is protected and their child's future has, is and will always be safeguarded. During 2009, the average CollegeSure CD account holder received a 3.16% rate of return.

With the AFCSP, College Savings Bank strives to accomplish the mission of the program, "To assist Arizona families to financially prepare for postsecondary education by providing quality college savings choices." With dedication from College Savings Bank and the unique and innovative product options, the AFCSP can help families everywhere save for higher education expenses.

Internet

College Savings Bank has three sites dedicated to their programs and products. A home site for the Bank, a site dedicated the Arizona 529 program and a site dedicated to the Montana 529 program. Each Web site includes background information on the plan, product information, tax advantage information, a research page with helpful college saving information and online enrollment and deposit forms.

For the previous 11-years College Savings Bank has managed and hosted both the Montana and Arizona programs Web sites. The Bank's Web sites have become an essential tool in marketing and advertising. Today, approximately 90% of the requests fulfilled by the Bank are made through the Web and over 90% of our current prospects are generated online. We value the efficiency of our sites and continually update the content, news and information within the site.

Electronic Marketing

CSB has become very proficient at utilizing electronic marketing, both paid and unpaid, to generate site traffic, awareness and qualified leads. We maintain year-long key word advertising on major search engines such as the following:

- www.savingsforcollege.com
- www.AmericaOnline.com
- www.CompuServe.com
- www.Netscape.com
- www.AT&TWorldnet.com
- www.Earthlink.com
- www.Sympatico.com
- www.NYPost.com
- www.Macworld.com
- www.JavaWorld.com
- www.LinuxWorld.com
- www.HowStuffWorks.com
- www.Infospace.com
- www.AltaVista.com
- www.CSN.com
- www.Disney.com
- www.Yahoo.com



Live Chat

Our sites also feature a “Live Chat” option, allowing customers to chat with a College Savings Adviser through an instant message type dialog. The Bank is also in the process of launching online banking, which will include the ability to manage an account online and view all customer documents via the Web site. Online banking will allow for customers to view past quarterly and annual statements, as well as account balances whenever they wish. Any deposits, withdrawals or account transactions would be visible on the most recent statement available, making it easy for customers to track their savings and earnings.

Additional Features

Our Web sites have tools such as a college inflation clock and a college cost calculator to help customers guide their savings plans.

An automated news feed for general College Savings Industry News as well as State specific news allows our customers to remain up to date on industry topics. The newsfeed also contains articles from our in-house writers with information about the plans, updates available for their accounts and other newsworthy topics. These feeds are available on all three of our Web sites.

Our newsfeed directly links to both Twitter and Facebook, creating a national presence for plan updates. Our existing customers as well as prospective will be encouraged to “follow us” on Twitter and “friend us” on Facebook. With these new technologies and outlets, College Savings Bank is linked to the future and can stand out from other plans nationwide.



Saving money can be stressful. That's why College Savings Bank offers our customers convenient ways to save, such as automated payroll deductions and employer payroll programs.

By enrolling into Payroll Deduction from College Savings Bank, customers can set up automatic deposits into a child's college savings account. They are able to tailor a savings plan and contribute the minimum amount or as much as the maximum amount. As always, our customers are guaranteed FDIC insurance and principal protected on every deposit.

College Savings Bank's Payroll Savings Plans, available from both the Montana Family Education Savings Program (MFESP) and the Arizona Family College Savings Program (AFCSP), provide employees a convenient way to participate in a state-sponsored 529 college savings plan through regular payroll deductions. The programs are offered free to employers, easy to setup, and give a real advantage in attracting and retaining talented employees.

A great advantage is that all of the tax benefits of the MFESP and ASCSP are passed onto employees:

- Montana residents may deduct up to \$3,000 individual (\$6,000 joint) from Montana taxable income.
- Arizona residents may deduct up to \$750 individual (\$1,500 joint) from Arizona taxable income.
- Investment earnings grow tax-free.
- Distributions to pay qualified higher education expenses are tax-free.

We aim to give our customers the most convenient college savings plan possible. With payroll programs such as these, customers are able to simplify saving for a higher education and simplify their lives in doing so.



The Bank welcomes the opportunity to receive comments from our customers and suggestions on how we can continue to better ourselves. The following quotes were received anonymously through our annual Customer Satisfaction Survey:

"We have now paid for 3 years of college with our savings through College Savings Bank. We are so very glad we heard about your program 20 years ago and had the peace of mind knowing that our daughter's college expenses would be covered. She is thriving at her small, private college."

"The CollegeSure CD program helped pay for college for our three boys. We did not suffer any loss on our investment, thanks."

"Appreciated a phone call to clarify something I had incorrectly posted on my application. They wanted to be sure I understood my error and clarified what I should have put down."

"I have recommended the collegesure CD to several friends and relatives."

"I've always been happy with customer service over the phone. I am pleased to see that college bank is adding more online services."



College Savings Bank is here to help. We can be reached toll free at **1-800-888-2723** any Monday through Friday between the hours of 9 a.m. and 6 p.m. ET.

Our mailing address is:

College Savings Bank
PO Box 3769
Princeton, NJ 08543

E-mail us at: info@collegesavings.com

Visit us on the Web at: www.collegesavings.com

For press inquiries, please contact Daniel J. Davenport, Chief Marketing Officer:

Telephone: 609-987-3735

Fax: 609-987-3760

E-mail: ddavenport@collegesavings.com

