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**Iowa Student Loan Announces Public Release of Innovative
Financial Literacy Tool**

*Student Loan Game Plan Educates College Students About Overborrowing, Provides
Personalized Tips to Reduce Indebtedness*

WEST DES MOINES, IOWA (April 25, 2011) — Iowa Student Loan[®] announced today that Student Loan Game PlanSM — its unique online resource that helps students understand how overborrowing to pay for college can affect their financial future — is now available to the public at www.studentloan.org.

Previously available only through Iowa Student Loan's private student loan applications, the innovative online educational resource provides students with personalized real-time results indicating how their borrowing decisions today might affect their lifestyle after graduation. The online feature touts a tagline of "Your Choices. Your Success." and gives students immediate suggestions on ways they can reduce their expenses and education loan indebtedness.

"In the short time Student Loan Game Plan has been available to our private student loan applicants, we've received very positive feedback about the benefits it provides," said Tim Bottaro, Iowa Student Loan board chairman. "As a civic-minded nonprofit organization, we not only want to help those who use our products and services, but we also want to help all Iowans striving for success and a higher education. That's why we feel it's our responsibility to make such tools available to everyone."

Student Loan Game Plan is the result of an initiative recommended by the Iowa Student Loan board of directors' Student Indebtedness Task Force, which was formed to review factors that contribute to increased student loan indebtedness levels at Iowa colleges and

universities. After more than a year of analysis and development, the online feature was integrated in December into applications for all private student loans owned or serviced by Iowa Student Loan, and it became publically available today at www.studentloan.org.

Student Loan Game Plan is unique in that it is:

- Targeted to help students entering and attending college and their parents/cosigners of loans.
- Developed to be interactive by providing students with a personalized action plan and tangible suggestions to reduce their expenses and education loan indebtedness.
- Fully funded by Iowa Student Loan, which does not receive any state appropriations.

Users of Student Loan Game Plan progress through a series of interactive screens that ask them to input a requested loan amount and an anticipated future career as well as estimated past, present and future student loan amounts. From this information, an estimated debt-to-income ratio is revealed. This ratio is explained to users as a measurement that can indicate future financial challenges. Applicants are also warned about the serious financial obligation of taking on student loans. Finally, they are walked through an estimated budget and a variety of immediate ways to reduce their expenses in hopes they can reduce their need to borrow. Applicants taking the course as part of a private student loan application are given the opportunity to change their requested loan amount given the information they learned.

Because many students learn best by example, a real borrower's experience about the problems that can result from overborrowing is woven throughout the online course.

"We believe that Student Loan Game Plan is one of many efforts needed to help Iowa college students tackle the mounting loan debt many of them face," said Steve McCullough, president and CEO of Iowa Student Loan. "We are committed to this issue and plan to release other resources and possible solutions to the problem in the coming months."

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About Iowa Student Loan

Since 1981, Iowa Student Loan, a private, nonprofit organization, has helped Iowa students and families obtain the resources necessary to succeed in postsecondary education. Iowa Student Loan currently helps more than 220,000 customers pay for college. The organization, based in West Des Moines, Iowa, also provides an array of borrower benefits, financial literacy tools and community reinvestment programs, including significant support for free college planning services for students and their families. For more information about Iowa Student Loan, visit www.studentloan.org.