



NEWS RELEASE

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EDFUND Publications Win High Honors in Prestigious Competitions

RANCHO CORDOVA— EDFUND, one of the nation's leading providers of student loan guarantee services under the Federal Family Education Loan Program, has collected ten awards from the prestigious Magnum Opus Awards. A national competition sponsored by Publications Management and the Missouri School of Journalism, the Magnum Opus Awards is the only awards program dedicated exclusively to corporate and custom publishing.

“Creating outreach materials that work is one of the ways EDFUND supports schools, serves students and makes higher education possible,” said EDFUND President Sam Kipp. “These awards confirm that our message will effectively reach students who need information on how to finance a college education.”

A panel of esteemed judges, including the nation's top custom-publishing professionals and professors from the Missouri School of Journalism, reviewed over 800 entries from noteworthy companies such as Walt Disney, Toyota, American Airlines, Nickelodeon and Aetna. From this distinguished group, the judges selected the grand, special recognition, gold, silver, bronze and honorable mention winners.

EDFUND earned one special recognition award, one silver award, four bronze awards and four honorable mention awards for a variety of materials produced for either financial aid professionals or students, including:

Special Recognition

Outlook™ : Graduate Entrance Guide

Silver Award

EDFUND's external newsletter, *NewSource* – Best Regularly Featured Column: Money Matters

Bronze Awards

EDFUND's external newsletter, *NewSource* – Best Use of Black & White Photography

Outlook: Graduate Exit Guide – Best Table of Contents Design

EDFUND's internal newsletter, *Kaleidoscope* – Most Improved Design

EDFUND's EDSHARE Web site – Best Publication Companion Web Site Design

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Honorable Mentions

EDFUND's external newsletter, *NewSource* – Best Interview/Profile, “Helping Them Help Themselves”

EDFUND's external newsletter, *NewSource* – Best Public Service Series/Article, “Take the Initiative”

The *Fund Your Future*® *Workbook* – Best Table of Contents Design

EDFUND publications were also recognized in the 2007 Crystal Awards from the International Association of Business Communicators (IABC), for a variety of student-oriented print materials. The Crystal Awards recognize regional excellence in the field of communication and related subspecialties.

EDFUND received the highest honor from IABC, the Crystal Award. This designation is granted to entrants whose ability to communicate places them among the best in their field. EDFUND's winning entry, *Outlook*, is a magazine-style entrance guide for graduate students. *Outlook* is designed to offer graduate and professional students a comprehensive overview of student loan basics in an informative and engaging format.

EDFUND also earned two IABC Merit Awards. This award is presented to projects that exceed industry standards in communicating a message or idea. The two publications that were honored in this category were *Fund Your Future* and *NewSource*. The *Fund Your Future* workbook, EDFUND's signature series, is a comprehensive financial aid publication. *NewSource* is an external newsletter that provides valuable industry information to EDFUND customers and lender partners.

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EDFUND, a nonprofit public benefit corporation, is one of the nation's leading providers of student loan guarantee services under the Federal Family Education Loan Program. EDFUND offers students a wide range of financial aid and debt management information while supporting schools with advanced loan processing solutions and default prevention techniques. Operating as an auxiliary corporation of the California Student Aid Commission and founded in 1997, EDFUND processed more than \$10.1 billion in student loans in 2005-06 (including Consolidation loans) and manages a portfolio of outstanding loans valued at \$27 billion. EDFUND is headquartered in Rancho Cordova, California with regional offices located throughout the nation.

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