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NEWS RELEASE

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ADM High School Students Recognized for Financial Literacy Achievement *Iowa College Aid & Midwest Family Lending Corporation Sponsor Innovative Program*

Des Moines, IA, May 17, 2013 – The Iowa College Student Aid Commission (Iowa College Aid) and Midwest Family Lending Corporation announced today the financial literacy certification of ADM high school seniors. This first group of ADM students is better prepared to make smart financial decisions after successfully completing the Iowa Financial Literacy Program. An event recognizing the students' achievement will be held at the school today, Friday, May 17, 2013 at 1:00 p.m. Iowa State Senator Jake Chapman, representatives from Midwest Family Lending Corporation and EverFi, Inc. will speak at the event where each student will be awarded a certificate of completion. The event honoring the students is open to the public.

ADM High School partnered with Iowa College Aid and Midwest Family Lending Corporation to incorporate the Iowa Financial Literacy Program, developed by EverFi, Inc., into existing curricula. The online program, sponsored statewide by Iowa College Aid and locally by Midwest Family Lending Corporation, uses the latest in new media technologies – adaptive-pathing, 3-D gaming, social networking, online animations, video, and messaging tools - to bring complex financial concepts to life. Using the Iowa Financial Literacy Program, the students have become certified in more than 600 core concepts of personal finance such as budgeting, saving, using credit cards wisely and financing higher education. Midwest Family Lending Corporation partnered with EverFi, Inc. and Iowa College Aid to bring the interactive financial management program to students at no cost to the school.

“ADM is committed to providing our students with relevant learning that focuses on financial health for long-term success,” stated Lee Griebel, principal at ADM High School. “We feel the financial awareness lessons throughout all four years coupled with the Iowa Financial Literacy Program will better prepare our students for the financial decisions they will encounter throughout their adult lives.”

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The 10-unit course offers six hours of programming aimed at teaching, assessing and certifying students in a variety of financial topics including credit scores, insurance, credit cards, student loans, mortgages, taxes, stocks, savings and retirement plans as well as other critical concepts that map to national and state financial literacy standards. The platform uniquely tracks the progress and score of every student and provides those who successfully complete the course with Certification in Financial Literacy, a valuable mark of distinction on college applications and resumes.

“The Iowa Financial Literacy Program is part of a statewide initiative to bring financial literacy to every high school in the state,” explained Karen Misjak, executive director of Iowa College Aid. “Each learning module meets the financial literacy essential concepts and skills of the Iowa Core, which Iowa high schools were required to implement by July 1, 2012 to ensure students leave high school prepared in 21st century skills. Through financial education we hope future generations of Iowans will be better prepared to manage their personal finances,” stated Misjak.

“We are very excited about the opportunity to provide such a valuable resource to our schools as well as our communities,” said Chuck West, president of Midwest Family Lending Corporation. “It is our goal not only to positively influence our students’ lives but those of their friends and families as well. Therefore, we will make many of the resources available on the web which will allow students to share information with other and maximize the impact of the program.”

Free access and program support for ADM High School was made possible through Midwest Family Lending Corporation and Iowa College Aid’s statewide sponsorship of the program. For more information on the Iowa Financial Literacy Program and local sponsorship opportunities, please contact Iowa College Aid at 877-272-4456 or visit Iowa College Aid’s website at www.IowaCollegeAid.gov.

About the Iowa College Student Aid Commission

Iowa College Aid provides college access, financial literacy, and outreach services to Iowa’s students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling over \$64.0 million annually, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Additionally, Iowa College Aid is the administrator of the Federal GEAR UP Grant, a multi-year state-wide grant which is being used to provide early awareness programming and outreach initiatives to thousands of Iowa’s students and families. More information is available at www.IowaCollegeAid.gov.

About Midwest Family Lending Corporation

Midwest Family Lending Corporation is a mortgage bank that has been in business since 1996. They currently focus on residential lending in Iowa, Nebraska and South Dakota with offices located in Urbandale, IA; Sioux City, IA; Sioux Falls, SD and Lincoln, NE.

About EverFi *EverFi is building and operating the nation's largest network for K-12 online education in off-curriculum, but highly valuable content areas such as financial literacy, student loan management and other key life skills for the 21st century student. EverFi's award-winning platform is designed to provide a highly engaging experience for students and features the latest technology and instructional design, including rich media, high-definition video, 3D simulations and social networking. EverFi is powering a national movement that enables corporations and foundations to partner with schools and colleges in our network and license the use of the EverFi platform to deliver a measurable and lifelong impact on students. EverFi's website is www.everfi.com*

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