



***Collegiate Funding Solutions and First Choice College Placement  
Announce Strategic Business Partnership***

Cary, NC (September 29, 2010) — Collegiate Funding Solutions (CFS), a leading provider of web-based college planning and funding solutions for financial services professionals and credit unions, has entered into a strategic alliance with First Choice College, a provider of value-added college scholarship information. The alliance provides licensees of the highly-acclaimed CFS college-planning software with access to college scholarship information provided by First Choice College and included in the CFS generated college planning reports.

Informational webinars are scheduled to demonstrate this latest CFS service offering.

“CFS is committed to its mission of helping families reduce the high cost of a college education through their financial advisor or credit union. Highlighting the school-specific scholarships the student qualifies for based on academic performance and how to obtain them is vitally important for a family. This actionable information, which they could not easily acquire otherwise, will help them reduce their out-of-pocket costs. It’s one more way that financial services professionals and institutions that are affiliated with CFS can help families save on and not just save for the cost of college,” said Roger Lorelle, President of CFS. “First Choice College has developed and maintains an impressive database of school-specific scholarship information and requirements for qualification. We are delighted to partner with First Choice College to be able to incorporate this information into our college planning reports for our clients.”

“We are very excited about our strategic alliance with CFS because it affords both organizations the opportunity to reach an even larger number of families with the most current and updated scholarship information. No other provider has compiled such a detailed and extensive database of scholarship information based on a student's academic profile and financial needs. We understand what families are facing in these challenging economic times, and we are eager to share our knowledge of financial aid and the availability of many scholarship opportunities,” said Guy Milone, Senior Vice President and General Counsel of First Choice College Placement.

*Webinar dates: Tuesday, October 5 and Tuesday, October 12 at 2:00pm Eastern Time. To register visit [www.collegiatefundingsolutions.com/scholarships](http://www.collegiatefundingsolutions.com/scholarships)*

**About First Choice College**

For over ten years First Choice College Placement has been providing assistance to students in all areas of the college admissions process including test preparation, college essay writing, interview preparation, college visits, athletic recruitment, financial aid and scholarships. For additional information on First Choice College Placement, visit the company's website at [www.firstchoicecollege.com](http://www.firstchoicecollege.com), or call 203-878-7998.

**About Collegiate Funding Solutions**

Collegiate Funding Solutions (CFS) is a leading provider of innovative and integrated web-based college funding solutions and college planning software for financial services professionals and institutions. For additional information on Collegiate Funding Solutions, visit the company's Website at [www.collegiatefundingsolutions.com](http://www.collegiatefundingsolutions.com) or call 919 469-1996.