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**FOR IMMEDIATE RELEASE**

***Collegiate Funding Solutions and NAPFA  
Announce Strategic Business Partnership***

Cary, NC (May 20, 2010) — Collegiate Funding Solutions (CFS), a leading provider of integrated college planning and funding solutions and The National Association of Personal Financial Advisors (NAPFA), the country's leading professional association of Fee-Only financial advisors, and have entered into a strategic alliance. The alliance provides NAPFA members with discounted access to CFS' services including a web-based prospecting system customized to integrate into NAPFA's frequently visited Find An Advisor (<http://findanadvisor.napfa.org/Home.aspx>) tool.

"NAPFA is committed to establishing partnerships that deliver unique value to our membership while helping NAPFA-Registered Financial Advisors serve the needs of their clients. Our partnership with CFS will help NAPFA advisors deliver much-needed value to consumers with college-bound children while diversifying their businesses," said Ellen Turf, CEO of NAPFA. "NAPFA's relationship with CFS will help NAPFA-Registered Financial Advisors continue to serve the needs of their clients."

NAPFA members will have discounted access into CFS' services to help them become the one-stop-shop for college planning and funding services for consumers. Included are CFS' industry-leading college planning software, "hands-on" college admissions and financial aid service, a monthly college planning e-newsletter subscription for clients and a web-based client attraction system. As the leading association of Fee-Only financial advisors, this strategic relationship with NAPFA solidifies CFS as a market leader in delivering innovative and value-added college planning and funding solutions to the financial services industry.

"CFS' capability and NAPFA's core values make for an excellent fit," said Roger Lorelle, president of Collegiate Funding Solutions. "With today's skyrocketing college costs, what parents need from their

professional advisor are strategies that can help them reduce their out-of-pocket college costs, not just save for college. With CFS' integrated services, NAPFA advisors can better meet that need. Leveraging NAPFA's popular Find-An-Advisor tool for consumers by integrating it with CFS' web-based prospecting system will deliver more value to consumers by helping them learn about and connect with Fee-Only advisors that can help them save on, not just for college costs."

For more information about the relationship between NAPFA and CFS, please contact Roger Lorelle at 919-469-1996 or [rlorelle@cf-solutions.com](mailto:rlorelle@cf-solutions.com).

#### **About NAPFA**

Since 1983, The National Association of Personal Financial Advisors (NAPFA) has provided Fee-Only financial planners across the country with some of the strictest guidelines possible for professional competency, comprehensive financial planning, and Fee-Only compensation. With more than 2,100 members across the country, NAPFA has become the leading professional association in the United States dedicated to the advancement of Fee-Only financial planning.

For more information on NAPFA, please visit [www.napfa.org](http://www.napfa.org).

#### **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 institutions and financial services professionals.

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.

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