



For Immediate Release

September 21, 2009

Media Contact
360 Media, Inc. - Tara Murphy / Michelle Marron
404.577.8686 / info@360media.net

PATH2COLLEGE & THE STATE OF GEORIGIA DECLARE SEPTEMBER COLLEGE SAVINGS MONTH

Start the School Year off Right by Saving for Your Student

ATLANTA – As Georgia’s students settle back into the new school year, education is undoubtedly at the forefront of everyone’s mind. Since Congress and Governor Perdue have declared September College Savings Month, now is the perfect time to begin planning ahead to help cover the costs of college and open an account with the Path2College 529 Plan.

With a Path2College 529 Plan account, any earnings in your account grow free from federal and state income taxes. Then, when it’s time for college, the money you withdraw for qualified higher education expenses such as tuition, fees, certain room and board, and books is also tax-free. In fact, Georgia’s Congressional delegation led the nation a few years ago by sponsoring the tax permanency legislation that allowed students and their parents to forever benefit from tax-free withdrawals for qualified higher educational expenses.

“With the continually rising costs of education and the reports that some students are experiencing difficulties securing student loans, many Georgians are starting to feel like they are running out of college financing options,” said Chuck Penuel, Director, Path2College 529 Plan “The Path2College 529 Plan truly is a sensible way to plan for the future of our children. As parents, we all stress the importance of education - equating it with success as adults – well, here is an easy tool we can all use to help make sure our children have the opportunity to go to college.”

The Path2College 529 Plan is teaming up with our very own Atlanta Falcons for the “Kick-off Your College Savings Sweepstakes,” running through November 22, 2009. Georgians and Path2College 529 Plan account owners will have the chance to win one of four exclusive sweepstakes prizes:

- 1) \$1,000 Path2College Scholarship Account awarded in September
- 2) \$1,000 Path2College Scholarship Account AND a chance to bring Atlanta Falcons Michael Koenen and Erik Coleman to your child’s football practice or classroom awarded in October
- 3) \$1,000 Path2College Scholarship Account AND a chance to bring a Falcons Cheerleader to your child’s cheer practice or classroom awarded in October
- 4) \$1,000 Path2College Account AND a chance to bring your family to a private Falcons Practice at the Falcons’ practice facility.

For complete “Kick-off Your College Savings Sweepstakes” rules, prize details and to enter, go to www.path2college529.com. No purchase necessary. Void where prohibited.

The Path2College 529 Plan is the State of Georgia’s official 529 college savings plan and the *only* 529 college savings plan with a Georgia state income tax deduction. Funds can be used at virtually any school in the US and many abroad. The Path2College 529 Plan can complement the HOPE Scholarship as funds can be used to cover those expenses not covered under HOPE.

More than 104,000 account owners have already started down the path to a brighter future. Introduced in 2002, the program is a state-sponsored, tax-advantaged college savings plan administered by TIAA-CREF Tuition Financing, Inc. Families have accumulated almost \$690 million in assets in the Path2College 529 Plan as of September 17, 2009. To contribute to your account or to open an account and start investing today please visit www.path2college529.com or call **1.877.424.4377**.

Consider the investment objectives, risks, charges and expenses before investing in the Path2College 529 Plan. Please visit www.path2college529.com for a Disclosure Booklet containing this and other information. Read it carefully.

Before investing in a 529 plan, you should consider whether the state you or your Beneficiary reside in or have taxable income in has a 529 plan that offers favorable state income tax or other benefits that are only available if you invest in that state’s 529 plan.

We are required to notify you that the tax information contained herein is not intended to be used, and cannot be used, by any taxpayer for the purpose of avoiding tax penalties. It was written to support the promotion of the Path2College 529 Plan. Taxpayers should seek advice based on their own particular circumstances from an independent tax advisor.

Account value for the Investment Options is not guaranteed and will fluctuate based upon a number of factors, including general market conditions. © 2009 TIAA-CREF Tuition Financing, Inc., program manager.

C45739

#