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FOR IMMEDIATE RELEASE

On 5/29, Idaho's 529 College Savings Plan Awards \$529 Scholarships to Ten Recipients

(BOISE) – IDeal, Idaho's 529 College Savings Plan, is pleased to announce the 10 winners of this month's 529 contest. In a push to encourage Idaho families to open a college savings account for family members with higher education plans, IDeal sponsored the month-long contest, coinciding with a national effort to encourage college savings. Governor Otter also officially proclaimed today to be 529 College Savings Day in Idaho.

"We are delighted that more than four thousand people expressed an interest in our state's college savings plan and entered the contest," said Christine Stoll, the Executive Director of IDeal. "We hope that for many of these winners, this is the beginning of a long-term plan to create a bright future for someone destined for college."

The winners are Amanda Gomez (Caldwell); Angela Bruno (Boise); Brad Iverson-Long (Boise); David Keyser (Eagle); David Keyser (Eagle); Hans Buhler (Stanley); Heather Duffey (Idaho Falls); Heidi Freney (Boise); Justin Walsh (Idaho Falls); and Wendy Frazer (Meridian).

In conjunction with 529 Day and this month's contest, IDeal has a newly released video featuring Idaho account holders explaining the basics and benefits of an IDeal 529 account, which can be viewed [here](#). An accompanying ad campaign is running this week with several short, 30-second spots that use humor to drive home the importance of planning for college. Those spots can be found [here](#). IDeal's web site has received 26,000 visitors in May and more than 1600 people have requested information about the state's 529 program.

An IDeal 529 account is an investment plan that can be opened for anyone to save for their higher education in a tax-advantaged way. Idaho taxpayers who contribute to any IDeal account can take a state tax deduction, and money can be withdrawn from an IDeal account tax free, if used on qualified expenses at any accredited post-secondary institution nationwide. Stoll notes that the flexible tax advantages provide motivation for grandparents, aunts and uncles, and friends of the account beneficiary to make contributions to the account.*

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About IDeal – Idaho College Savings Program

IDeal's office is located within State Treasurer Ron Crane's office and is administered by the Idaho College Savings Program Board. Ascensus Broker Dealer Services, Inc. serves as Program Manager.

For more information, contact Christine Stoll at 208-332-2935, cstoll@idsaves.idaho.gov, or visit www.idsaves.org/giveaway.

529 College Savings Day is a Registered Mark of Ascensus Broker Dealer Services, Inc.

For more information about the Idaho College Savings Program (IDeal), call 866-433-2533 or visit www.idsaves.org to obtain a Disclosure Statement. The Disclosure Statement discusses investment objectives, risks, charges, expenses, and other important information. Because investing in IDeal is an important decision for you and your family, you should read and consider the Disclosure Statement carefully before investing. Ascensus Broker Dealer Services, Inc. (ABD) is Distributor of IDeal.

If you are not an Idaho taxpayer, consider before investing whether your or the beneficiary's home state offers any state tax or other benefits that are only available for investments in such state's qualified tuition program.

IDeal is administered by the Idaho College Savings Program Board (Board). ABD, the program manager, and its affiliates, have overall responsibility for the day-to-day operations, including investment advisory and recordkeeping and administrative services. The Vanguard Group, Inc. (Vanguard) serves as Investment Manager for IDeal. Sallie Mae Bank serves as the Savings Portfolio Manager for IDeal. IDeal's Portfolios invest in either: (i) mutual funds offered or managed by Vanguard; or (ii) an FDIC-insured omnibus savings account held in trust by the Board at Sallie Mae Bank. Except for the Savings Portfolio, investments in IDeal are not insured by the FDIC. Units of the Portfolios are municipal securities and the value of units will vary with market conditions.

Investment returns will vary depending upon the performance of the Portfolios you choose. Except to the extent of FDIC insurance available for the Savings Portfolio, you could lose all or a portion of your money by investing in IDeal, depending on market conditions. Account Owners assume all investment risks as well as responsibility for any federal and state tax consequences.

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