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FOR IMMEDIATE RELEASE

West Ada Student Wins \$529 toward College

(MERIDIAN)—iDeal, Idaho College Savings Program awarded West Ada student Daisy Kuntz a \$529 prize towards an iDeal account today. Kuntz was selected by popular vote to win the prize via a social media-driven contest in which participants submitted their own original videos about their “big dreams” and solicited votes to help them win the prize money. The prize has been deposited into her iDeal 529 college savings account and can be used toward expenses at any accredited post-secondary institution in the United States. iDeal Board members surprised Daisy at her school today with her winning check for \$529.

Contest entrants were asked to create and upload videos answering the question, “How can college help you achieve your big dream?” In Daisy’s video, she explains that she hopes to be a teacher when she grows up and would like to have the money to help pay for college. “We believe Daisy can achieve anything she sets her mind to,” stated Daisy’s mother, Amy Kuntz. “But we also believe in preparing her for the financial realities of pursuing her dreams. We’re excited that she will be able to kick-start her college savings with this money, and we hope to continue helping her save for her college education.”

The contest was part of College Savings Month, a national campaign to encourage families to use 529 college savings accounts, like Idaho’s iDeal 529 plan, to facilitate paying for higher education. iDeal is working in concert with other entities around the state to help achieve the Idaho State Board of Education’s goal of seeing 60% of Idahoans aged 25 to 34 possessing a post-secondary degree by the year 2020. A recent study by Washington University in St. Louis revealed that students with a college savings account, no matter what the account balance, are seven times more likely to attend college.

“In talking with Idaho students and families, we’ve learned that one of the biggest barriers to going on to post-secondary education is finding the money to pay for it,” said Christine Stoll, Executive Director of iDeal. “Many families overlook the power of incremental savings and the potential for compounding over time. We hope that seeing these videos will spur more Idaho families to open iDeal accounts and make their ‘Big Dreams’ a reality!”

The winning videos can be viewed here:

Daisy Kuntz, <http://bit.ly/ZeBtv1>

Samantha Kelly, <http://bit.ly/ZeBtv1>

Mikayla Frost, <http://ow.ly/CoZ5h>

To view all video submissions, visit iDeal’s Facebook page: <https://www.facebook.com/idaho529>

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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,¹ and money can be withdrawn from an IDeal account tax free, if used on qualified expenses at any accredited post-secondary institution nationwide.² Christine 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.

¹ Contributions to the IDeal - Idaho College Savings Program are deductible from Idaho state income tax, subject to recapture in certain circumstances, such as a non-qualified withdrawal or a rollover to another state's qualified tuition program in the year of the rollover and the prior tax year.

² Earnings on non-qualified withdrawals are subject to federal income tax and may be subject to a 10% federal penalty tax, as well as state and local income taxes. The availability of tax or other benefits may be contingent on meeting other requirements.

About IDeal – Idaho College Savings Program

IDEal 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, about IDeal, contact Christine Stoll at 208-332-2935, cstoll@idsaves.idaho.gov, or visit www.idsaves.org.

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.

Not FDIC-Insured (except for the Savings Portfolio). No Bank, State or Federal Guarantee. May Lose Value.