

FOR IMMEDIATE RELEASE

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**Path2College 529 and SONIC Offer Sweet Reward on May 29
for Georgia Pre-Kindergarten-5th Grade Graduates**

ATLANTA, Ga.—This time of year, Georgia's students are celebrating upcoming graduations and looking toward a future that [hopefully?] includes a college education. To help students celebrate this milestone, as well as educate families about the importance of saving for continued education, Georgia's 529 college savings plan, the *Path2College 529 Plan*, has partnered with SONIC[®], America's Drive-In[®] to provide all pre-Kindergarten through 5th grade graduates in the State of Georgia a free vanilla cone from SONIC[®] Drive-Ins on 5-29 – National College Savings Day (May 29, 2010).

“Georgia’s number one education goal is to increase graduation rate and postsecondary enrollment,” said Kathy Cox, State Superintendent of Schools for Georgia. “The Path2College 529 Plan is a great way for families to save so a postsecondary education can become a reality for their students.”

National College Savings Day, May 29, was established to raise awareness of 529 plans and educate all families around the country that now is the time to start saving for college.

“We hope that inspiring our students at a young age will help encourage a lifetime of learning, which is not only essential for their success in life, but important for our communities, our state and our nation to have a well-educated workforce,” said Chuck Penuel, director of the *Path2College 529 Plan*. “We hope the partnership with Sonic will provide students with a reward for their hard work this year, but more importantly, we hope celebrating 5-29 Day will get parents thinking about a plan to help their children achieve their goals.”

The free vanilla cone coupon can be downloaded throughout the month of May, but is only redeemable on May 29, 2010 at participating SONIC Drive-Ins in Georgia. Families can download the coupon at www.path2college529.com.

“This is SONIC’s second year to partner with the College Savings Plan,” said Dominic Losacco, vice president of marketing for SONIC Corp. “Celebrating a child’s educational success with a free vanilla cone from SONIC is a great way to spend quality time together as a family while reminding parents that it’s never too early to start saving for college.”

With the cost of college steadily increasing, Penuel said it’s important for families to start planning ahead if they want their children to reach the milestone of a college education.

“While saving for college may seem overwhelming, it is a cost that families can’t afford to ignore until later. One of the most efficient ways to save for a college education is regularly contributing to a college savings plan over a long period of time,” said Penuel.

The ***Path2College 529 Plan*** is a professionally managed and tax-advantaged way for families to save for college expenses. All Georgia taxpayers may contribute to a plan account and deduct up to \$2,000 each year on behalf of any beneficiary regardless of their annual income. (A transfer of funds from another state’s 529 plan is not eligible for the Georgia income tax deduction). It can be used to pay for college tuition and other qualified expenses, such as books and fees, and certain room and board costs, for colleges in Georgia and nationwide. The plan offers seven investment options, no sign-up, maintenance or third-party sales fees - only an annual asset-based management fee of less than 1 percent. Accounts can be opened online with as little as \$25. Any earnings in the ***Path2College 529 Plan*** are federal income tax-deferred and withdrawals for qualified expenses are also tax-free.*

Penuel said that you can go online to learn more about the options and enroll at www.Path2College529.com, or you can call toll-free, 877-424-4377, to speak with a college savings specialist who can walk you through the process.

“Once an account is established, additional contributions can be made to the account by check, periodic electronic funds transfer, or by using our Automatic Contribution Plan that allows parents to schedule regular monthly, bi-monthly or quarterly contributions,” said Penuel.

In addition to the Automatic Contribution Plan, many participating employers offer payroll deduction as a way to make regular contributions. Account owners should contact their benefits or payroll office to determine if their employer offers payroll deduction.

The ***Path2College 529 Plan*** is managed by TIAA-CREF Tuition Financing, Inc., which is part of the TIAA-CREF group of companies. TIAA-CREF was founded by Andrew Carnegie and is one of the largest financial services firms in the U.S. with \$414 billion in assets under management as of December 31, 2009

For more information on the ***Path2College 529 Plan***, visit: www.path2college529.com or call (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.

*Non-qualified withdrawals are subject to income taxes and the federal additional 10% tax.

Account value for the Investment Options is not guaranteed and will fluctuate based upon a number of factors, including general market conditions.

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