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A VICTORY FOR ALL GEORGIANS

*It's a Win-Win for Everyone Who Participated in the Path2College & Atlanta Falcons
"Kick Off Your College Savings Sweepstakes"*

ATLANTA – Touchdown! The first half of the year is quickly coming to a close, and the Path2College 529 Plan and the Atlanta Falcons have already helped four Georgia families score a “touchdown” with the “Kick Off Your College Savings Sweepstakes.” This year, the Path2College 529 Plan and the Atlanta Falcons teamed up to help Georgia families get a running start on their college savings, and with prizes such as scholarship accounts and one-on-one time with Falcons players and cheerleaders, the four winners truly felt like MVPs.

The sweepstakes kicked off at the beginning of the school year and football season with the first lucky winner, Brett Munkle of Woodstock, GA. On September 30, Brett was awarded a \$1,000 scholarship account for his four month old son, Braxton. In the next few weeks, Jackie Smith of Blue Ridge and Doug Troy of Smyrna were named as the second and third lucky winners. Jackie won a scholarship account worth \$1,000 for her son Cameron, who was given the opportunity to bring Falcons players Erik Coleman and Michael Koenen to his classroom or practice, and Doug also won a \$1,000 scholarship account and the opportunity for Falcons cheerleaders to visit his two year-old daughter at her home. On November 30, the fourth and final sweepstakes prize was announced. Paula Dobbs of Douglasville was the lucky recipient of a \$1,000 Path2College 529 Plan scholarship account, and will soon be attending a private Falcons practice at the team headquarters in Flowery Branch with her sons Cameron and Samuel. Congrats to all the winners!

With the increasing cost of a college education and the current economy, it is more important than ever that families start saving for higher education as early as possible. The Path2College 529 Plan is Georgia's tax-advantaged college savings plan, and the “Kick off Your College Savings Sweepstakes” helped to incentivize more families to learn about the plan that allows parents, family members, and friends the opportunity to prepare for their loved one's college education.

“We partnered with the Atlanta Falcons on this sweepstakes in an effort to reach Georgia families and increase their awareness of the Path2College 529 Plan as a means of saving for their child's academic future,” says Chuck Penuel, Director of Path2College. “The response was outstanding, and we are very happy to provide Georgia families some peace of mind about the future costs of college during these challenging times.” The “Kick Off Your College Savings Sweepstakes” was a huge success. Still, not everyone has to win the sweepstakes to score. With a Path2College 529 Plan account, everyone can be a winner!

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. Any account earnings grow free from federal and state income tax and withdrawals for qualified higher education expenses including tuition, student fees, books, supplies, computers and certain room and board costs are tax free. The Path2College 529 Plan can complement the HOPE Scholarship as funds can be used at virtually any school in the US and many schools abroad, and are not limited to colleges within the State of Georgia.

More than 105,000 accounts have been opened to help create a path to a brighter future. The program is a state-sponsored, tax-advantaged college savings plan administered by TIAA-CREF Tuition Financing, Inc. Introduced in 2002, families have accumulated over \$718 million in assets in the Path2College 529 Plan as of November 17, 2009. To contribute to your account or to open an account and start saving 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.

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