



UTAH EDUCATIONAL SAVINGS PLAN

News Release

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my529 names new marketing director

Ramjoue' seeks to increase awareness on value of saving for education expenses

(Salt Lake City) my529, Utah's official and only college savings plan, has named Bryn Ramjoue' as its Marketing Director. Ramjoue' was most recently at Red Butte Garden, where she served as Director of Communications since 2009.

Ramjoue' graduated from the University of Utah with a Bachelor of Arts in Mass Communications, and she earned a Master of Science in Management from Antioch University.

She is an instructor for University of Utah Professional Education, founder of Smart Women in Marketing (SWIM), and a former Salt Lake Chamber Champion. Ramjoue' was named one of Utah Business's 40 under 40, and is the former President of the American Advertising Federation, Utah Chapter.

In her new role, Ramjoue' seeks to increase awareness on the value and ease of saving for education.

About my529

my529, formerly named the Utah Educational Savings Plan, is Utah's official nonprofit 529 college savings plan. my529 is highly ranked by Morningstar Inc., and recognized by *Kiplinger's Personal Finance* magazine, *Money* magazine, CBS MoneyWatch.com, and consumer expert Clark Howard for its low fees and industry innovations such as its customized allocation investment options.

Accounts are free to open, and my529 requires no minimum deposit or account balance. my529's user-friendly website, my529.org, makes it easy to open, manage, and contribute to an account online.

To learn more about the my529, visit my529.org, call my529 toll-free at 800.418.2551, or send an email to info@my529.org.

Important Legal Notice

Investing is an important decision. Read the Program Description in its entirety for more information and consider all investment objectives, risks, charges, and expenses before investing. Call 800.418.2551 for a copy of the Program Description or visit my529.org.

Investments in my529 are not insured or guaranteed by my529, the Utah State Board of Regents, the Utah Higher Education Assistance Authority or any other state or federal agency. Your investment could

lose value. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-insured accounts. Please read the Program Description to learn about the FDIC-insured accounts.

The state in which you or your beneficiary pays taxes or lives may offer a 529 plan that provides state tax or other benefits, such as financial aid, scholarship funds, and protection from creditors, not otherwise available to you by investing in my529. You should consider such benefits, if any, before investing in my529.

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