my529®
UTAH EDUCATIONAL SAVINGS PLAN

News Release

FOR IMMEDIATE RELEASE:
Contact: Bryn Ramjoue', Marketing Director, 801.321.7110, press@my529.org
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my529 extends incentiFive℠ program eligibility

The five-year incentive program encourages education saving by rewarding Utah families who contribute $100 each year for five years with up to $929 in incentives from my529

(Salt Lake City) Due to the success of the pilot year, my529's incentiFive Program has been renewed for four more cohort years: 2027, 2028, 2029 and 2030. Sign-ups for the 2027 cohort begin September 1, 2026.

Eligible Utah parents may enroll during the sign-up period and make a minimum contribution of $100 for each of the first five years into their child's my529 account. If families meet the annual contribution requirement, my529 will award $100 in incentive contributions each year in years one through four, and a final $529 incentive contribution for year five — for a total of $929 from my529 over the five-year period. incentiFive provides Utah families an incentive to start saving for their children at birth, providing a long runway for compound interest to help grow education savings.

Parents can enroll by opening a new my529 account or connecting an existing my529 account through the incentiFive portal. Contributions may come from gifts from friends and family, and count toward the annual minimum.

To learn more about eligibility and to get started, visit my529.org/incentiFive/ or email marketing@my529.org.

About my529

my529, Utah's official nonprofit 529 educational savings plan, is highly rated by Morningstar Inc.

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, visit my529.org, call toll-free at 800.418.2551, or email info@my529.org.

Important Legal Notice

Investing is an important decision. The investments in your account may vary with market conditions and could lose value. Carefully read the Program Description in its entirety for more information and consider all investment objectives, risks, charges and expenses before investing. For a copy of the Program Description, call 800.418.2551 or visit my529.org.

Investments in my529 are not insured or guaranteed by my529, the Utah Board of Higher Education, the Utah Education Savings Board of Trustees, any other state or federal agency, or any third party. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-Insured investment option. In addition, my529 offers investment options that are partially insured for the portion of the respective investment option that includes FDIC-insured accounts as an underlying investment.

The state in which you or your beneficiary pay taxes or live 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.

my529 does not provide legal, financial, investment or tax advice. You should consult your own tax or legal advisor to determine the effect of federal and state tax laws on your particular situation.

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