

Instructions and Information for the Compare Kids Email.

This email is a .png file created in Macromedia Fireworks.

EMAIL:

COLORS:

All colors are web safe.

The blue is set to: #0066CC

The orange is set to: #FF6600

PROGRAM REQUIREMENTS:

This email was created in Macromedia Fireworks. If you do not have Fireworks, you can import the .png into Adobe Photoshop. You will need to program this email to be HTML ready.

- 1** Insert your school's name in the **2** designated areas:
 - 1**) Top headline
 - 2**) Third bullet, second line
- 2** Insert your supplied URL and 800# in the designated area.
 - 1**) Call to action
- 3** Insert the current year in the designated areas. Note: The month and day will always be "June 30."
- 4** Insert the current school year in the designated areas. Note: This will always be a range spanning 2 years (2006-2007, 2007-2008, etc.).

SUPPLIED ARTWORK:

PHOTOS:

- 1**) 200136652-001_7_HR.eps
(African American Girl)

LOGOS / OTHER ART:

- 2**) i529_button.psd
(orange)
- 3**) i529_Logo_White.EPS
- 4**) TIAA LOGO_VERT_4C_ko_tag.eps

SUPPLIED FONTS:

TradeGothic

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If you have any questions regarding these marketing materials, please contact Barb Floreth at barb@i529.org or 1-314-727-0900. Independent 529 Plan supplies you with the following: fonts, support/artwork, Instructions PDF, working Quark files and a PDF of the finished creative.

Independent
529 Plan
TOMORROW'S TUITION
AT LESS THAN TODAY'S PRICE



Visit Independent 529 Plan

4 Take advantage of
200X-200X tuition rates.

Open an account
by June 30, 200X.

3



FINANCIAL SERVICES
FOR THE GREATER GOOD™

1 Get [College Name] tuition... for less.

Dear Sample A. Sample,
Your child's education is priceless, but it can cost a lot. When you open an Independent 529 Plan account, you can enjoy a flexible, affordable way to save thousands on your child's college tuition.

- Future tuition at less than today's price*
- No start-up or maintenance fees
- Over 250† private colleges and universities including [College Name] 1
- No federal income taxes**
- Options if you don't choose a member college***

For more information, or to enroll,
visit www.i529plan.org/XXXXX or
call us at 1-8XX-XXX-XXXX. 2

Act before June 30, 200X 3
to lock in 200X-200X tuition rates. 4

The tax information 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 Independent 529 Plan. Taxpayers should seek advice based on their own particular circumstances from an independent tax advisor.

* Participation in Independent 529 Plan does not guarantee admission to any college or university, nor does it affect the admissions process. Each year, each member college offers a discounted rate of at least 0.5% less than its current tuition rates. Discount rate can vary from year to year.

** There may be tax consequences associated with these options.

*** This is provided that redemptions or refunds are used to pay for qualified higher education expenses. Purchasers should read the Disclosure Booklet, including the Enrollment Agreement, carefully before making purchase decisions. TIAA-CREF Individual & Institutional Services, LLC distributor, member NASD. Tuition Plan Consortium, LLC is the program sponsor and TIAA-CREF Tuition Financing, Inc. is the program manager.

You were sent this email because you have elected to receive updates on Independent 529 Plan or you provided your email address on your Participation Agreement or Application. If you feel that you are receiving this email by mistake or wish to unsubscribe, please do so by replying to this message with "Unsubscribe" in the subject line. If you have inquiries or comments, please write to us at Independent 529 Plan, Attention: Kevin Seaman, 730 Third Avenue, New York, NY 10017.

† As of February 2007.

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