

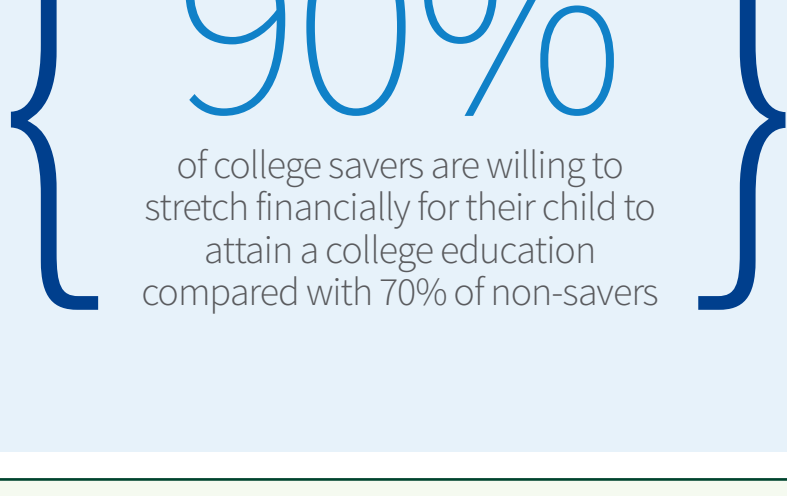
How America Saves for College 2014

A snapshot of the national study by Sallie Mae® and Ipsos

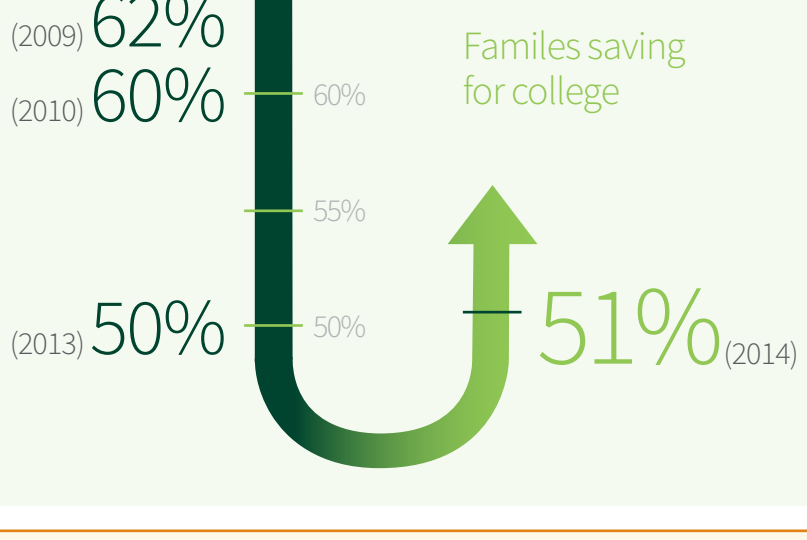
Discover the choices and habits of more than 2,000 American families, with children under 18, who are saving for college.

American families are saying...

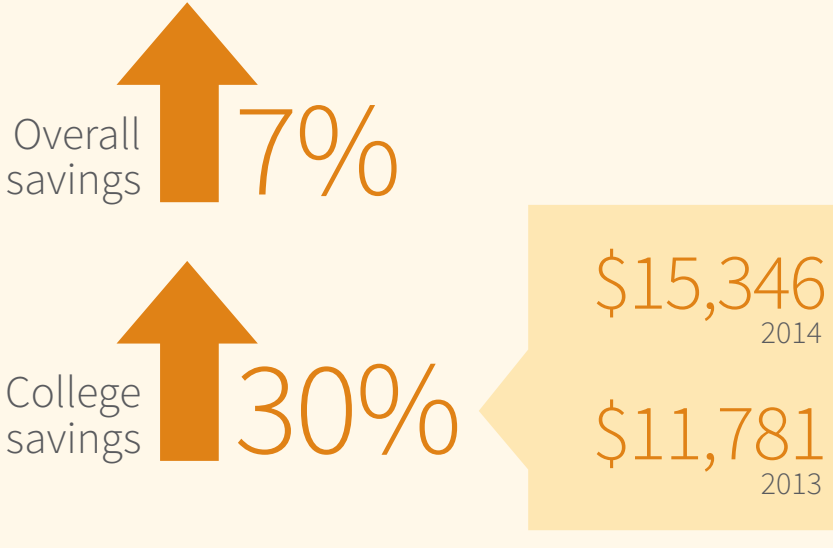
We continue to believe that college is an investment in a child's future.



After several years of recession and declining college savings, we seem to have turned a corner.



Overall, we're saving more than we did last year. And we're saving more for college, too.



Saving for college is a high priority for us, exceeded only by "rainy-day" funds and retirement funds.



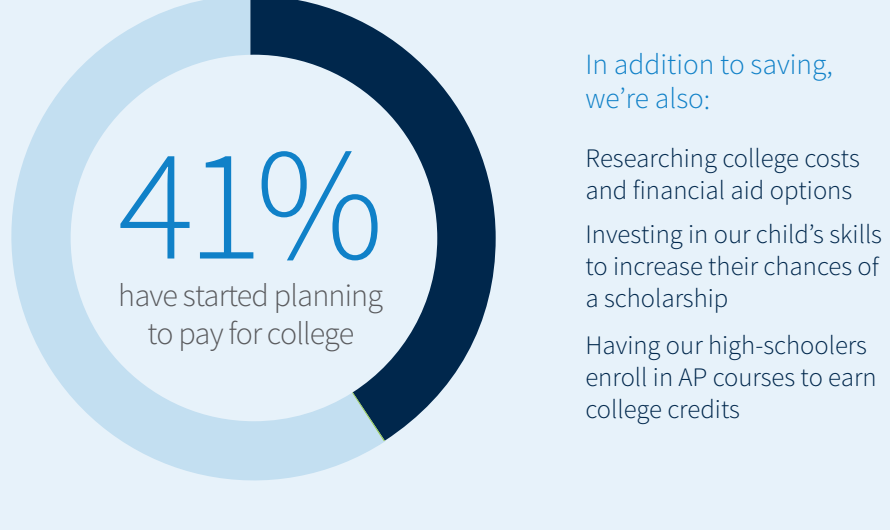
Most of us are using several types of savings accounts to save for college.



There are a few common reasons we're not saving for college.



Many of us have started planning how we'll pay for college.



If we have a plan to pay for college, we've saved significantly more in our college savings fund than those without a plan.



College savings tips.

- Build a plan to save regularly
- Look for free programs, like Upromise®, with cash back for college
- Get your kids to save a portion of allowance and gifts
- Ask family members for gifts of college savings
- Start as soon as you can — it's never too early



Start building your plan today at SallieMae.com/save

The Sallie Mae "How America Saves for College 2014" national study, conducted by Ipsos, is based on extensive interviews with 2,020 parents of children younger than 18.

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