

Overture Technologies Announces Launch of Conductor 5.2; New Features Enhance Communications with Students and Teach Financial Literacy

Latest Version of Company's Conductor Product to Feature Social Media, Online Video and Educational Content

Bethesda, Maryland, July 10, 2009 - Overture Technologies, the leading provider of solutions that help students and their families make better financial decisions, announced today a new release of Conductor, its student financial planning and literacy solution. Conductor 5.2 enhances the online tool's focus on informed decision-making to better guide students through the process of funding their education with additional expert educational content, rich-media tutorials and social media capabilities.

In this stressed economy, many schools are finding that some students are seeking expensive financing options such as private loans or credit cards before considering all financial aid available to them. Conductor is designed to help financial aid officers combat this trend by providing students with interactive worksheets and calculators that guide them towards the lowest cost path for financing their educations.

The newest release of Conductor gives counselors additional ways to help their students make informed decisions to pay for school, including expert educational content, rich-media counseling from Financial Aid TV's online video service, and a social media communication module to enhance the financial aid office's Facebook presence.

"A high priority for today's financial aid offices is to efficiently and effectively communicate with students to help them make informed decisions about financing their educations," said Russ Carlson, Overture's CEO. "With Conductor's new features, we are excited to provide schools with access to cutting-edge social media, video presentations and expert advice to facilitate interaction with their students."

Conductor provides step-by-step financial planning and guidance to help students understand the funding options available to them and have the information they need to make responsible choices. The end result is students with less debt, lower loan default rates, fewer questions, and all the answers they need to make their desired education affordable.

As users flock to social networking websites in record numbers, Conductor 5.2 helps schools keep pace by bringing the financial aid office into students' online communication networks with a customized Facebook presence. The new Facebook module connects directly to Conductor and enables administrators to keep their students informed of key deadlines, upcoming events and important resources, as well as to pose and respond to questions on an interactive discussion board.

In order to help counselors reach students who prefer to learn visually, Conductor 5.2 integrates with Financial Aid TV (FATV), a customizable online video subscription service available to colleges and universities. FATV provides answers to common questions in a format that students find comfortable

and easy to understand, and its comprehensive database of online video content is continuously updated as changes occur to state and federal financial aid programs.

Conductor 5.2 is available immediately for colleges and universities. To learn more or to view a demonstration, visit Overture in Booth 518 at the NASFAA National Conference in San Antonio.

About Overture Technologies - Founded in 2000, Overture Technologies is the leading provider of solutions that help students and their families save money by making better financial decisions. Using patent-pending technology, Overture helps students create comprehensive plans for financing their education as well as source competitive rates on private student loans through a marketplace of national lenders, credit unions and other not-for-profit organizations.

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