

FOR IMMEDIATE RELEASE:

Friday, Oct. 26, 2012.

CONTACT:

Carolynn Bright
Communications Officer
(406) 495-7506

SAF Subsidiary Announces Partnership with Rural Dynamics, Inc.

Thanks to a partnership between Student Assistance Foundation's wholly owned subsidiary, Tru Student, Inc., and Rural Dynamics, Inc. (RDI), borrowers struggling to manage their student loan payments and other debt will benefit from comprehensive, individualized money management counseling.

"We are thrilled to offer the customers whose loans we service this supplemental benefit," said Simon Poole, Tru Student's chief operating officer. "At Tru Student, we have always provided sound advice on managing student loans, but now, individuals can take advantage of the in-depth, one-on-one money management guidance for which RDI is known."

According to Poole, customers whose student loan accounts serviced by Tru Student are delinquent will be referred to RDI, a certified consumer credit counseling agency. Those customers will receive a free, supplemental, individualized assessment of their financial situation, development of a budget, and creation of an action plan to achieve their financial goals.

In addition, RDI counselors are available, for a fee, to provide those individuals with a consolidated student loan payment plan in which customers make one monthly payment to RDI for all of their student loans and RDI, in turn, disburses the funds to the respective lenders.

"This is an excellent opportunity for the customers whose loans we service because it allows them to maintain the interest rates and benefits associated with their student loans," said Bruce Marks, director of Sales and Marketing for Tru Student. "In many cases, the consolidation of student loans results in the loss of these benefits."

RDI also works with customers to develop a thorough debt management plan with the goal of paying off the borrower's secured and unsecured loans (including student loans) through a single monthly payment.

"We are excited for the opportunity to partner with Tru Student by helping customers with student loans overcome barriers and discover the path to financial security," said Tom Jacobson, executive director for RDI. "Our holistic approach to personal finance will provide viable options for customers seeking solutions to reduce their debt, build assets, and become truly economically independent."

Tru Student is a wholly owned, for-profit subsidiary of nonprofit Student Assistance Foundation (SAF). Our mission is to continuously innovate to help students, families and our business partners succeed. For more information, visit trustudent.com.

RDI, based in Great Falls, has provided services to help consumers achieve financial independence since 1968. In addition to traditional financial counseling and education, we provide programs, develop partnerships, and influence policies that move people toward financial security.