



NEWS RELEASE

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Get to Know Attigo™

New attigo.com website introduces flagship suite of student success solutions nationwide

Madison, Wis.— With more than a half-century of experience helping people succeed in college and in student loan repayment, Great Lakes Higher Education Corporation & Affiliates understands the power of education to transform lives and fuel dreams. The company has built on that expertise and strong partnerships with educational institutions across the country to develop Attigo™, a suite of student success solutions that arms colleges with tools to support their students’ academic progress and financial well-being. Great Lakes today announced the launch of a new website, attigo.com, a comprehensive hub for sharing the student success solutions, insights and resources that make up Attigo.

Attigo—Latin for “reach” or “achieve”—offers three products, each designed to support student success in a specific way:

- **College Cost Meter™**—Many students make education decisions without understanding the full impact on their long-term financial health. College Cost Meter produces student debt letters that fulfill regulatory requirements, keep students informed and empower them to borrow and enroll responsibly.
- **Cohort Catalyst™**—This service manages the data that shows which student loan borrowers are struggling with repayment and uses it to reach out and talk to them about repayment options and help them communicate their repayment strategy to their loan servicer.
- **GradReady®**—This engaging, interactive financial wellness curriculum provides students with tools and insights to make good decisions related to paying for school, budgeting, credit and student loan repayment.

Each of these solutions is designed to help college administrators improve postsecondary persistence and graduation, combat loan delinquency and default, and empower students to build a solid financial future.

“Our close partnership with colleges and universities sparked the launch of Attigo, and we’re excited to share our solution suite with institutions nationwide,” said Beth Erickson, Vice President – Repayment Solutions at Great Lakes. “We know we can help their students avoid default and its crippling consequences.”

Great Lakes has been promoting student success since 1967, when it was established as a student loan guarantor following enactment of the Higher Education Act, which created the Guaranteed Student Loan Program. Great Lakes’ excess revenues support a robust philanthropy program that has grown to become one of the nation’s largest philanthropies in the higher education space. Since 2006 it has committed over \$260 million in grants aimed at ensuring that more low-income students, students of color and first-generation students succeed in postsecondary education.

(more)

“Getting students to and through college is in our corporate DNA, and Attigo is fueled by this belief in the power of higher education to transform lives,” said Great Lakes President and CEO Richard George. “Students who finish school are better prepared to enter careers that will allow them to manage their student loan debt responsibly.”

More information is available at attigo.com, where you can also sign up to be kept informed about new developments related to Attigo.

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About Great Lakes: Dedicated to making college education a reality since 1967.

Knowing that education has the power to change lives for the better, Great Lakes Higher Education Corporation & Affiliates was established as a nonprofit group focused on a single objective: helping students nationwide prepare for and succeed in postsecondary education and student loan repayment. As a leading student loan guarantor and servicer, we have been selected by the U.S. Department of Education to provide assistance and repayment planning to more than 8 million borrowers—as well as assistance to colleges and lenders nationwide. Our group’s earnings support one of the largest and most respected educational philanthropy programs in the country. Since 2006, we have committed over \$260 million in grant funding to promote higher education access and completion for students of color, low-income students, and first-generation students. For additional information, visit home.mygreatlakes.org.