

**FOR IMMEDIATE RELEASE****FEBRUARY 14, 2005****For more information, please contact:**

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LUNCH-MONEY.COM UNVEILS COLLEGE SEARCHES AND CAREER EXPLORATION TOOL

Brooklyn, New York – With the launch of two new features, Lunch-Money.com (www.lunch-money.com) offers students one of the most comprehensive sites for life after high school. The recent addition of college searches and a career exploration tool makes the site a “one-stop resource” for students from middle school all the way through to college graduation.

These tools are the newest on a site already rich with features—including scholarship searches, online applications, interactive calculators, and expert advice.

“Choosing a college, paying for school, and thinking about career options are all closely linked issues for students and their parents,” Lunch-Money.com president Mark Rothbaum said. “Why should they be visiting several different sites to find good information and tools? Lunch-Money.com is a single source for all these topics, and we put users in the driver’s seat.”

The career exploration tool enables students to find careers that make sense for them. The tool assesses what students identify as important career characteristics and then matches these preferences against a database of more than 900 careers.

The college searches allow students to explore profiles of more than 4,000 two-year and four-year schools. Students can sort schools by a number of criteria, including size, selectivity, and location. Each school profile provides in-depth information on student enrollment, costs of attendance, financial aid, and admissions requirements.

Two new calculators have also been launched on the site—a Borrower Benefits Calculator and a Loan Consolidation Calculator. They are designed to help users understand the potential savings of benefit programs offered by banks and other lending organizations, as well as the implications of consolidating multiple student loans into a single loan.

“We’re constantly looking for new ways to empower students and parents,” Rothbaum said. “We’ve gotten great feedback from our users. Keep an eye out for new features that we have in the pipeline.”

About Lunch-Money.com

Lunch-Money.com is a one-stop scholarship and college admissions resource. We provide services to everyone involved in the scholarship process—including students, scholarship-granting organizations, and school counselors. To learn more, visit www.lunch-money.com.

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