



Media Contacts:

Kim Angell and Miranda Coykendall
Schwartz MSL
415-512-0770
Alltuition@SchwartzMSL.com

Alltuition.com Wins Best Overall Company at Launch Festival

Online Service that Simplifies the Financial Aid Process and Brings Transparency to Real Costs of College Takes Top Honors at Annual Event

CHICAGO—March 9, 2012— Today, Alltuition.com, which ensures students don't miss out on financial aid, announced it took top honors last night as "Best Overall" company in the 2.0 track at the annual Launch Festival held in San Francisco this week. Using the festival as a platform to introduce [its new service to simplify the financial aid application process](#), judges were impressed at Alltuition.com's ability to instantly compare financial aid packages from multiple universities.

The Launch Festival featured a long list of noteworthy new companies, including Space Monkey and Mini Box, all showcasing their new technology for the first time. Alltuition.com had five minutes to present their new search engine for financial aid, which users liken to "Turbo Tax" for its ease of use. The judges for the session included [Jorge Espinel](#), EVP of Strategy and Corporate Development at News Corporation, [Steve Bochner](#), partner at Wilson Sonsini Goodrich & Rosati, [Chamath Palihapitiya](#), who spent four years on the senior management team at Facebook, [Niel Robertson](#), a serial entrepreneur and former VC who most recently founded Trada, a crowdsourced paid-search marketplace and [Greg Tseng](#), the co-founder and CEO of Tagged, a social network for meeting new people. Following the first group of Launch 2.0 presentations, which included six companies, the esteemed panel of judges unanimously voted Alltuition.com the best of their session, [as reported by Forbes.com](#).

Historically, students have had no idea how much attending the college of their choice would cost until months after applications were tediously completed and processed by each individual school. As the peak period for financial aid deadlines approaches, plenty of cost-conscious families want to estimate the amount of financial aid they'll receive without waiting weeks or months to get their award letter.

With its free service that helps families easily anticipate their financial aid award from different colleges based on their income, for the first time Alltuition.com also allows families to check whether they're missing out on federal, state, and merit aid for which they may be eligible. At the same time, Alltuition.com helps easily prepare and file financial aid forms, offering step-by-step guidance and easy to understand resources.

"Our goal with Alltuition.com is to arm students and families with the information they need to navigate the financial aid process," said Sue Khim, CEO, Alltuition.com. "We are excited that Launch Festival has recognized the importance of making applying for financial aid simple and transparent and we look forward to helping make life simpler for college families everywhere who are overwhelmed by the process."

The Alltuition.com service is available to prospective and returning college students and their families now. For more information, please visit Alltuition.com.

About Alltuition.com

[Alltuition.com](https://www.alltuition.com) makes sure students don't miss out on financial aid or the best student loan offers. Based on the colleges where students are applying for aid, Alltuition.com instantly matches them to financial aid opportunities and helps them maximize their chances for aid. It's fast, easy, and free. Alltuition.com Premium service helps families prepare and file their college financial aid forms. It's similar to a TurboTax for your financial aid. Historically, students had no idea how much attendance would cost until months after applications were tediously completed and processed by each individual school. From filling out the FAFSA to finding the cheapest student loans, Alltuition.com helps families manage the entire financial aid process in one place.