USC Education Savings Plans Inc. is now proudly Knowledge First Financial
New name expresses a long-standing belief in the value of post-secondary education

MISSISSAUGA – Sept. 12, 2011 – Today, USC Education Savings Plans Inc. will officially change its name to Knowledge First Financial.* The company's name is changing to reflect its firm belief that knowledge is of primary importance to a child's future, and that the knowledge gained through post-secondary education opens the door to future possibilities.

Knowledge First Financial is a wholly-owned subsidiary of the Knowledge First Foundation, formerly The International Scholarship Foundation. The company continues to be the Investment Fund Manager, distributor and administrator of education savings plans. The Mississauga, Ontario head office address and telephone number are unchanged, and its existing national distribution network of approximately 500 sales representatives will now operate under the name Knowledge First Financial.

"The name of our company is changing," said George Hopkinson, President and CEO, "But our commitment to serving this important need is not. As the cost and importance of post-secondary education continue to rise, we believe our new name will help take this message to many more Canadians in the future."

For nearly 50 years, Knowledge First Financial* has helped thousands of Canadian families make post-secondary education possible for their children by offering education savings plans that provide:

- Tax-deferred income to help savings grow faster
- Eligibility for all government grants to maximize the value of the RESP
- Conservative investing focused on long-term growth and peace of mind
- Affordable contribution options and flexibility if needs change

As of April 30, 2011, Knowledge First Financial has $2.8 billion in assets under administration, and has paid out $2.3 billion to qualified subscribers and students.

*Knowledge First Financial is a registered name of Knowledge First Financial Inc.

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