



Utah Educational Savings Plan®

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Contact: Media Relations, 801.321.7157
uesp.org/pdf/PressReleases/529Day2013
May 20, 2013

Celebrate National 5-29 College Savings Day and Receive a \$25 Matching Contribution

*The Utah Educational Savings Plan encourages Utah families to start saving for
future higher education expenses on May 29*

(Salt Lake City) The Utah Educational Savings Plan (UESP) is celebrating national 5-29 College Savings Day this May 29 to increase awareness among Utah families about the importance of saving for their children's future higher education expenses. In support of 5-29 Day, UESP will match the first \$25 in account contributions to new Utah resident UESP accounts opened Wednesday, May 29.

"It was always in the back of my mind to open Utah Educational Savings Plan accounts for my four children, but it was something easy to put off," says Jennifer Knudsen, a Utah resident account owner since 5-29 Day in 2012. "The 5-29 Day promotion in 2012 got me started—I contributed \$25 and UESP matched my \$25 contribution. It was easy to open the accounts and set up automated contributions."

To qualify for the \$25 matching contribution, the account owner and beneficiary must both be new to UESP and both must be Utah residents. The UESP account must be opened Wednesday, May 29, either online at uesp.org or by submitting a UESP Account Agreement. Enter the promotional code **1305MAY29** during the account setup process and contribute at least \$25 to be eligible for the matching contribution from UESP.

New Account Agreements and contributions submitted by mail, fax, or overnight carrier or in person must be received by UESP on May 29, 2013, by 5 p.m. (MT). Accounts opened and contributions made online at uesp.org must be received by UESP on May 29, 2013, by 11:59 p.m. (MT). Go to uesp.org/529Day for more details about the promotion.

"UESP prides itself on giving Utah families a highly ranked 529 program that allows families of all income levels to save what they can, when they can," says Lynne Ward, Executive Director of the Utah Educational Savings Plan. "National 5-29 Day is a terrific reminder to start a conversation about the importance of saving for a child's future higher education expenses."

Utah residents also have the added benefit of a 5 percent state income tax credit for contributions to each beneficiary's account, if the beneficiary is under age 19 when designated on the account. For the 2013 tax year, account owners can claim a Utah state income tax credit for contributions up to \$1,840 *per qualified beneficiary* if filing singly or \$3,680 *per qualified beneficiary* if married filing jointly. Utah-based corporations that own UESP accounts can benefit from a \$1,840 tax deduction per qualified beneficiary.

For more information about the Utah Educational Savings Plan, visit uesp.org, call toll-free at 800.418.2551 or e-mail info@uesp.org.

About the Utah Educational Savings Plan

UESP, Utah's official nonprofit 529 college savings plan, manages more than \$5.9 billion in assets. UESP is consistently ranked among the nation's top 529 plans and is highly recommended by Morningstar, Inc., *Money* magazine, CBS MoneyWatch.com, and financial expert Clark Howard. These high rankings can be attributed to

UESP's efforts to be the industry's low-cost leader and industry innovations such as an FDIC-insured savings account and customized allocation investment options.

UESP requires no minimum deposits or balances to open an account, so families can save a little or a lot, according to their own schedules. With a user-friendly website, uesp.org, UESP makes it easy to open, manage, and contribute to an account online. Earnings on UESP accounts grow tax deferred and are federal and Utah state income tax free when used for qualified higher education expenses such as tuition, fees, certain room and board costs, and required books and supplies at any eligible educational institution that participates in federal financial aid programs for students, not just at institutions in Utah.

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Read the Program Description for more information and consider all investment objectives, risks, charges, and expenses before investing. Call 800.418.2551 for a copy of the Program Description or visit uesp.org.

Investments in UESP are not guaranteed by UESP, the Utah State Board of Regents, the Utah Higher Education Assistance Authority (UHEAA), or any other state or federal agency. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-insured savings account. Please read the Program Description to learn about the FDIC-insured savings account. Your investment could lose value.

Non-Utah taxpayers and residents: You should determine whether the state in which you or your beneficiary pay taxes or live offers a 529 plan that provides state tax or other benefits not otherwise available to you by investing in UESP. You should consider such state tax treatment and benefits, if any, before investing in UESP.