



Nelnet, Inc. introduces new corporate identity

(Lincoln, NE) – This week, Nelnet, Inc. (National Education Loan Network) introduced a new corporate identity program to underscore its integrated approach to student loan services. The company's new look comes on the heels of recent announcements regarding the selection of Nelnet as the official name for the student loan organization formed through the consolidation of ClassCredit, EFS, Guarantec, InTuition, MELMAC, NHELP, and UNIPAC.

Responding to increased demand for financial assistance and continued technological advances in the application, guarantee, and disbursement of funds, Nelnet also introduced a comprehensive set of Internet-based, open system products.

"Our goal is to simplify the financial aid process for all Nelnet customers," commented Don Bouc, President of Nelnet. "This theme of simplicity is reflected through user-friendly products, our recent conversion to a uniform servicing system in each of our locations, and the concise new design of our web site and informational materials."

The company's seamless approach to service is represented by a green circle encompassing the "n" of Nelnet's new logo. Nelnet's products have also been titled with the letter "n" and feature a similar circular graphic in their logos to signify their relationship to the company. They include: Nconcert, a financial aid delivery and management system; Ntrust, a comprehensive centralized disbursement service; Nteract, a student loan processing and reporting system; and Nterchange, an inquiry function for loan disbursement and status information.

Nelnet's new visual identity and integrated services will debut throughout the month of January. Additional information is available at www.nelnet.net.

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With over \$8 billion in total assets, Nelnet originates in excess of \$2 billion in student loans for itself and its service partners annually. The company owns over \$7.5 billion, and services more than \$18 billion in student loans. Nelnet ranks among the nation's leaders in terms of total student loan assets managed. Nelnet is a registered servicemark of Nelnet, Inc. All rights reserved.