



## **Nelnet.com is New and Improved**

### **Providing Borrowers with a Better Online Experience**

LINCOLN, Neb., March 22, 2012 /PRNewswire/ -- Today, Nelnet launched a new version of [Nelnet.com](http://Nelnet.com). The website is tailored to improve the online experience of Nelnet's five million student loan borrowers.

The website is simplified and easier to navigate, allowing borrowers to quickly find the student loan information or financial literacy resources they want. New features include a responsive layout that automatically optimizes for different web browsers and devices so there's no need to switch back and forth between the full site and a mobile one. The new search function auto fills search terms borrowers are looking for so they can easily find relevant information. Additional, rich content that has been added to the new site includes helpful videos and tutorials, information about the student loan life cycle, financial literacy tools and resources, and more.

"We recreated our website specifically for our student loan customers. The goal was to improve their online experience by providing them with access to the student loan information they need at anytime, from anywhere," said Jeff Noordhoek, President of Nelnet. "Borrowers have provided us with valuable input and feedback that helped frame how we rebuilt our website. As a result, we added more relevant content about student loans, made the design friendly and energetic, enhanced the search function, and we made the site compatible with smart phones and tablets. In addition, we kept the same log in process so our borrowers can continue to seamlessly navigate through their student loan account."

Additional website features can be found at [Nelnet.com](http://Nelnet.com); they include repayment plan options and explanations to help borrowers find the best repayment option for their budget, student loan FAQs, tax information, student loan calculators to help determine monthly payments, a comprehensive list of student loan terms and definitions, and a detailed explanation about what Nelnet does on behalf of the Department of Education in order to better service borrowers' student loans.

The new and improved website gives visitors an overview of Nelnet's businesses — along with the benefits, products, and services they offer. Visitors can also click on the Careers page to view job openings and apply for a career at Nelnet.

To see all of the online improvements which help borrowers navigate through their student loan experience, please visit [Nelnet.com](http://Nelnet.com).

#### **About Nelnet**

Nelnet (NYSE: NNI) provides innovative educational services in loan servicing, payment processing, education planning, and asset management. These products and services help students and families plan, prepare, and pay for their education, while making administrative and financial processes more efficient for schools and financial institutions. For more information, visit [Nelnet.com](http://Nelnet.com).

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