



FOR IMMEDIATE RELEASE

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EDFINANCIAL'S HIGHER EDUCATION SOLUTIONS (HES) DIVISION IS NOW EDAMERICA

October 1, 2019, Knoxville, TN – Edfinancial's Higher Education Solutions (HES) division is excited to announce its new brand - Edamerica.

In 2010 Edfinancial established our HES division to deliver products and services to colleges that support students and promote success and completion. We built this division from the ground up, leveraging our expertise in federal financial aid programs, enrollment, recruitment and higher education customer service, supporting various departments across campus. Today, we provide third-party support services to hundreds of colleges and universities. We are proud of what we have accomplished and believe HES now deserves its own brand that reflects our focus on student success.

With services that include college contact centers, student engagement, default prevention, financial aid support and consulting, we have expanded beyond our financial aid roots to focus on the entire student life-cycle – from application through student loan repayment. “Edamerica is a familiar name for financial aid professionals. In fact, some still think of us as Edamerica. It's a great name, and it's the perfect fit for what we do today – helping America's students succeed,” said Tony Hollin, President and CEO of Edfinancial Services.

As a division of Edfinancial, Edamerica will be powered by the same team of professionals you know and trust. We are excited about the change and look forward to continuing our focus on advancing student success nationwide!

For more information on Edamerica and our services, contact us at Edamerica.net or 855-493-1785.

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Edfinancial Services is a private company headquartered in Knoxville, TN with branch offices in Little Rock, AR. Edamerica provides third-party services for colleges and universities nationwide. Solutions include contact center, student engagement, default prevention, consulting and financial aid support services. To learn more, please visit www.edamerica.net.