



priority technologies, inc.

# News Release

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Contact: Chris Chapman Phone: (402) 445-4710

Email: [Chris.Chapman@prioritytech.com](mailto:Chris.Chapman@prioritytech.com)

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## **Schools demand financial aid innovation and flexibility— *KHEAA and the Student Loan People respond with comprehensive solution from PTI***

OMAHA, Nebraska—Priority Technologies, Inc. (PTI)—*The Leader in Student Loan Technology Solutions*— is pleased to announce that the *Kentucky Higher Education Assistance Authority (KHEAA)* and *The Student Loan People* have empowered their schools with PTI's *prioritySBS* – a real-time web-based loan management solution for financial aid professionals.

In response to the rising expectations for innovation and flexibility from their school clients, KHEAA and The Student Loan People evaluated software solutions that would enable their schools and other loan channel partners to perform financial aid administration. “*We were looking for a comprehensive software product that provided our schools the ability to manage all portions of the student loan process,*” said Ted Franzeim, Senior Vice President, Customer Relations, Kentucky Higher Education. The challenge became to look beyond standard loan administration, and find a solution that was powerful enough to make the process easier and faster for the schools.

“*When KHEAA started evaluating PTI's suite of student loan solutions, it became clear that they had a commitment to serve their customers, and a vision for how they wanted to empower their schools,*” indicates Nathan Biggs, Vice President of Business Development for PTI. “*PTI's goal was to show them how our solutions would enable that vision and allow them to provide unmatched service to their customers with the latest innovations in loan management.*”

KHEAA chose PTI and the *prioritySBS* solution. Regarding the choice of PTI, Franzeim said, “*PTI's prioritySBS solution met the vast majority of our established business requirements, but the most impressive aspect was PTI's willingness to enhance and customize the software based on our feedback through a collaborative design process.*”

KHEAA was able to dramatically improve the effectiveness and usability of their web offerings by integrating PTI's solution with their other systems and providing a one-stop portal for their schools. “*The customization was completed and we were able to deploy the new services for our schools within the established timeline and budget. We could not be more pleased!*”, added Franzeim. “*Our experience with PTI has been nothing but positive!*”

PTI's customers using the *prioritySBS* solution represent 12.5% of all FFELP loan volume. In use at colleges and universities across the country, *prioritySBS* has proven itself as a powerful, easy-to-use tool for financial aid professionals by providing file routing, application entry, disbursement forecasting, standard reporting, change processing, ISIR data import, FAMS integration, and the industry's most advanced and easiest to use ad hoc report building tool.

“*Helping achieve real business value for our customers is what it is all about,*” said Tod Pryor, PTI's President, CEO, & Chief Architect. “*We position our tools to help you reach your goals – whether it be strengthening your relationships with your schools, improving your control over the loan channel, or giving you a competitive advantage in this service-oriented market.*”

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**About Priority Technologies, Inc.**

Priority Technologies, Inc. (PTI), established in 1995, is redefining the standard for technology innovation in the student loan industry. PTI's product customers are student loan guarantors, lenders, and secondary markets that are committed to the highest level of customer service, and to providing their borrowers, schools, loan partners, and employees with easy-to-use, innovative tools for managing their loans. PTI's software products include *prioritySBS*—web-based loan management system for schools; *priorityGS*—a full-featured guaranty system covering application processing through default aversion assistance; *priorityDMS*—post-default claim processing, and debt collection; *priorityDPS*—web-based default prevention tools for schools and loan providers; and *priorityODS*—lender origination and disbursement processing and management. For more information contact Nathan Biggs at (402) 445-4745, email to [Nathan.Biggs@prioritytech.com](mailto:Nathan.Biggs@prioritytech.com), or find us on the web at [www.prioritytech.com](http://www.prioritytech.com).

**About KHEAA and The Student Loan People**

KHEAA and The Student Loan People were created by the Kentucky General Assembly to serve Kentucky students. We have a common mission to help the state reach its goal of increasing the college-going rate by providing the lowest-cost, best-serviced student loan programs to Kentuckians; rewarding students for pursuing higher education, remaining in school, and demonstrating a good repayment history; and encouraging Kentucky students to enter the teaching profession and qualified teachers to remain in Kentucky. To further this mission, The Student Loan People return student loan revenue to the Commonwealth for state student grant and work-study awards.