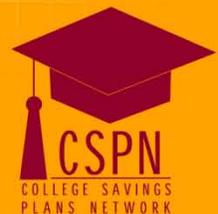


APRIL 2011

COLLEGE SAVINGS PLANS NETWORK
529 REPORT

AN EXCLUSIVE YEAR-END
REVIEW OF 529 PLAN
ACTIVITY



April 2011

The **College Savings Plans Network** (CSPN), a leading non-biased and non-profit voice for Section 529 College Savings Plans, is pleased to present findings from its 2010 year-end **529 Report** which is designed to provide the latest information about 529 plans to parents, financial advisors and other key stakeholders who need to make informed decisions on how best to save for college.

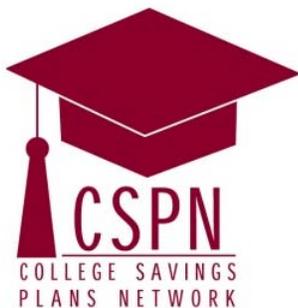
In this report, you'll find aggregated data of 529 plans collected from 104 savings and prepaid tuition plans. These college savings plans are offered in all 50 states.

According to the U.S. Department of Labor, 62% of all U.S. jobs now require a minimum of two-year or four-year degrees, or special post-secondary occupation certificates or apprenticeships. That number is expected to increase to 75% by 2020. This indicates that planning for higher education expenses is more important today than ever before.

Findings from the 2010 year-end **529 Report** demonstrate that American families are continuing to invest in 529 plans, one of the most compelling ways for families of all income levels to plan ahead and save for college. CSPN is committed to helping families make that start by offering convenient tools and valuable information that can assist families in making wise decisions about saving for college. I encourage you to visit www.CollegeSavings.org to learn how 529 plans are helping millions of American families make higher education dreams a reality for their children and grandchildren.



Joan Marshall
Chair
College Savings Plans Network



Executive Summary

The College Savings Plans Network's (CSPN) **529 Report** is an unbiased source for complete and up-to-date information on Section 529 College Savings Plans. The 2010 **529 Report** includes data from 104 savings and prepaid tuition plans. These college savings plans are offered in all 50 states.

CSPN, which is affiliated with the National Association of State Treasurers, aggregated the data which includes assets held in 529 accounts, the average size of 529 accounts, and the percent of contributions and distributions in 529 accounts for the time period of January 1, 2010 through December 31, 2010.

Data from 2010 shows that the total investment by American families in 529 plans has reached a record level of \$157.43 billion by year end. Including growth from new net contributions and investment returns, total assets in 529 plans grew by 18% in 2010. Similarly, the average 529 account plan balance increased 17.5% from 2009 to 2010 to \$15,492.

The report also demonstrates that saving for a college education continues to be a priority for parents and grandparents. More than half (54%) of all 529 accounts received contributions in 2010, up from 47% as reported June 30, 2010.

529 Plans

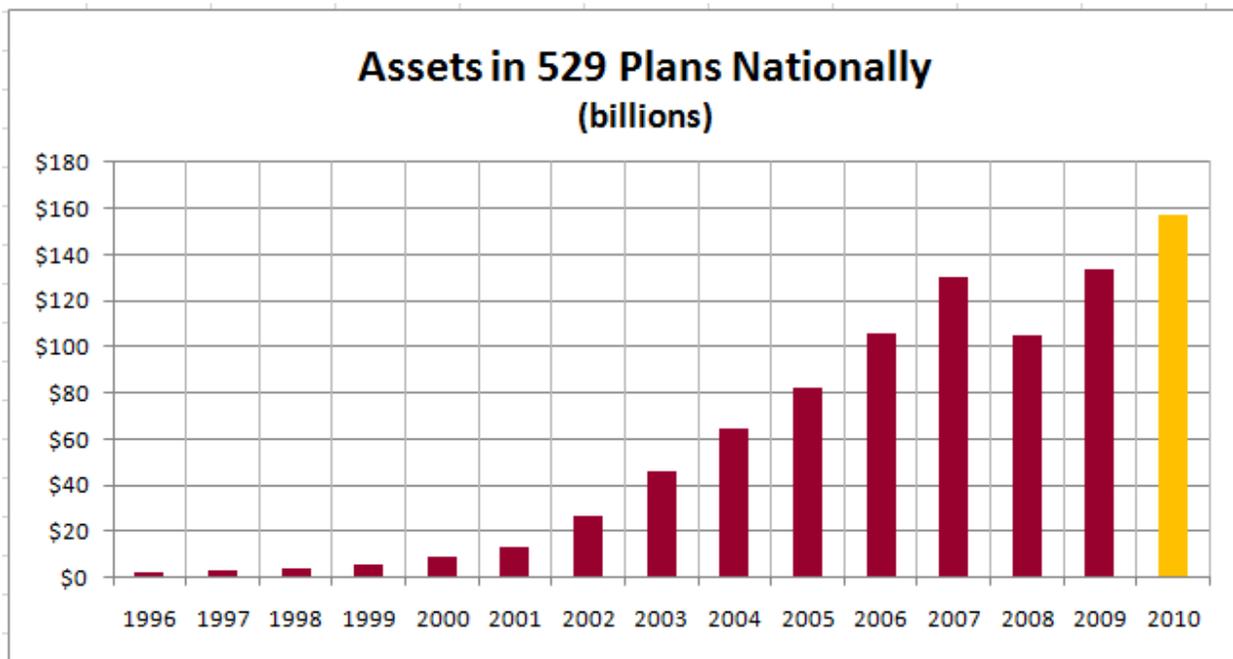
A 529 Plan is a tax-advantaged investment plan designed to encourage saving for the future higher education expenses of a designated beneficiary, which could be one's child or grandchild, but could also be any other individual (including oneself for adults investing for their own higher education). The plans are named after Section 529 of the Internal Revenue Code and are administered by state agencies and their private sector partners.

American Families Are Increasing Savings for Higher Education

Assets

The plan-level data collected shows that 529 plan assets reached record amounts in 2010 with \$157.43 billion. This is an 18% increase for the time period of January 1, 2010 to December 31, 2010. Assets in 529 plans were \$133.41 billion in 2009.

The chart below shows annual 529 plan assets based upon data collected from 1996 through 2010.



Assets	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
	\$2.43	\$3.29	\$3.9	\$5.75	\$9.29	\$13.58	\$26.85	\$45.77	\$64.69	\$82.49	\$105.69	\$129.94	\$104.94	\$133.41	\$157.43

*Assets in billions

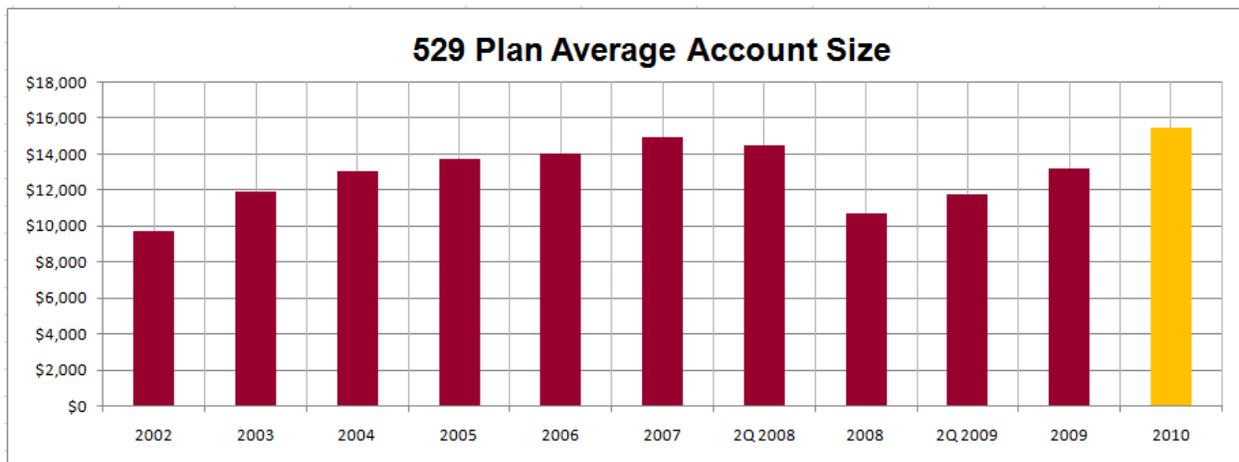
While assets in 529 plan accounts are steadily increasing, so is the cost of higher education. According to FinAid.org, college tuition is likely to increase about 8% each year, meaning that the cost of college doubles every nine years. As the national economy continues to recover, the 529 college savings market is stable and continues to grow, offering families a proactive vehicle to save for higher education and reduce their family’s reliance on student loans.

Average Account Size

The average value of a 529 account has returned to a trend of growth after tracking the market downturn in 2008. As of December 31, 2010, the average balance in a 529 plan account was \$15,492 compared to \$14,932 at the end of 2007. The average balance increased 17.5% from 2009 to 2010. This is a positive sign for those who agree that saving for college is a long-term investment and the U.S. can be more prosperous when our children have more education.

While this growth is a welcome trend, it is important to note that the current account balance in a 529 plan is still less than today's one-year total average cost of attending an in-state public college. According to the College Board's *2010 Trends in College Pricing* report, published in-state tuition and fees at public four-year institutions averaged \$7,605 in 2010-2011, while average total charges, including tuition and fees and room and board, were \$16,140.

The chart below shows the difference in average 529 plan account size for 2002-2010.



	2002	2003	2004	2005	2006	2007	2008	2009	2010
Assets	\$9,688	\$11,929	\$13,022	\$13,689	\$14,026	\$14,932	\$10,690	\$13,188	\$15,492

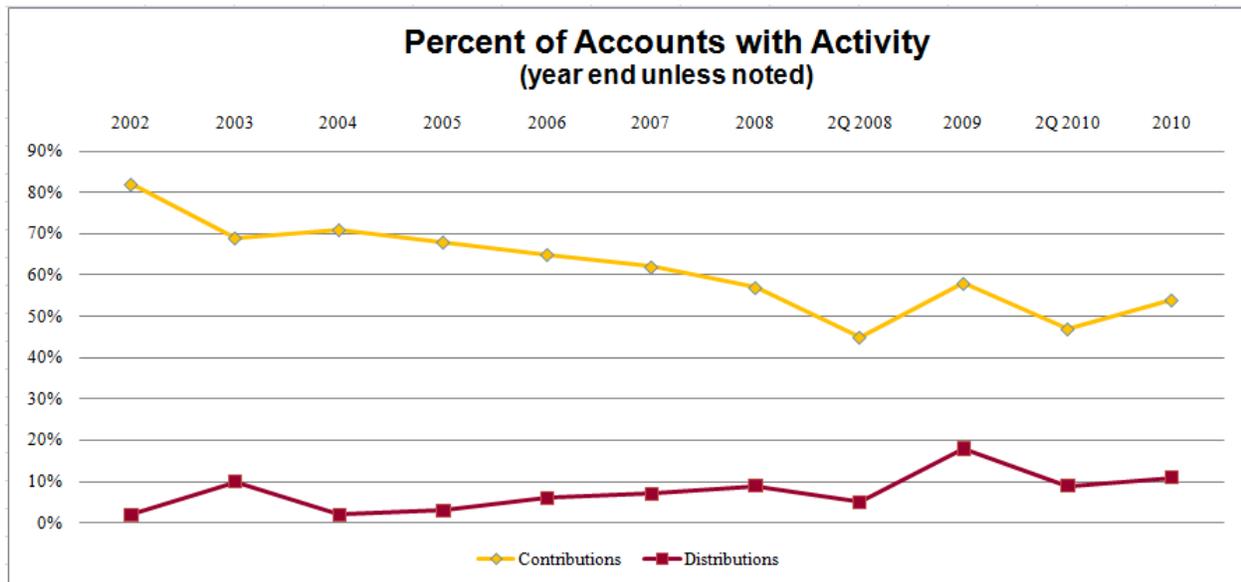
Account Activity

Contributions to new and existing 529 accounts nationwide exceeded \$18 billion in 2010. More than half (54%) of all 529 accounts received contributions in 2010, up from 47% as reported June 30, 2010. This is down slightly from 58% as reported December 31, 2009.

Assets under management in 529 plans increased 11.5% in 2010 net of contributions and distributions from the plans. For comparative purposes, the S&P500 realized a 15% increase, and the Barclays Capital Aggregate Bond Index increased 5.5% during the same period. The returns of individual investment options in 529 plans vary due to the account holder’s ability to invest in a variety of investment strategies including fixed income, equities, guaranteed return, or a blend of these strategies. Many individual options offered positive returns during the period.

529 account activity demonstrates the potential and need for further growth in 529 accounts. In 2010, approximately 11% or 1.1 million 529 accounts took a distribution; this represents 5% of the total number of U.S. college students, reported by the *Chronicle of Higher Education* to be 22 million as of 2007-2008.

The chart below shows the percent of 529 accounts with activity for 2002-2010.



% of accounts with	2002	2003	2004	2005	2006	2007	2008	2Q 2008	2009	2Q 2010	2010
Contributions	82%	69%	71%	68%	65%	62%	57%	45%	58%	47%	54%
Distributions	2%	10%	2%	3%	6%	7%	9%	5%	18%	9%	11%

Conclusion

According to the U.S. Department of Labor, more than half of America's jobs currently require a college degree, and that number is expected to grow significantly by 2020. Further, the U.S. Department of Labor also reported that between 2010 and 2020, the United States will lack the qualified talent to fill anywhere from 12 to 24 million essential jobs.

The 2010 **529 Report** findings indicate that millions of American families continue to invest in higher education for their children, and see 529 plans as a good choice for their investment. With more than 10 million 529 plan accounts open nationally, we are starting to see a greater percentage of families using 529 plans to save for higher education, but we clearly have a long way to go. Our mission remains one of helping all American families who have college dreams for their children or grandchildren to save in advance for future college expenses to minimize or eliminate reliance on future student loan debt.

529 Q&A

What is a 529 Plan?

A 529 plan is a tax-advantaged investment plan designed to encourage saving for the future higher education expenses of a designated beneficiary, which could be one's child or grandchild, but could also be any other individual (including oneself for adults investing for their own higher education). The plans are named after Section 529 of the Internal Revenue Code and are administered by state agencies and their private sector partners.

What are the options for 529 Plans?

There are two types of 529 plans – savings and prepaid tuition plans. Savings plans (which are the most common) allow account holders to invest as little as \$15 to \$25 per month to build “cash” balances that can be used for any qualified higher education expenses, which can include tuition, fees, room and board, books, and certain supplies. Prepaid tuition plans typically provide for the pre-purchase of tuition based in part on today's prices and then “pay out” at the future cost when the beneficiary is in college.

Where can 529 Plan funds be used?

Funds invested in 529 savings and/or prepaid tuition plans can typically be used at any college, in-state or out-of-state, as well as trade or technical schools that are accredited and are eligible to accept federal financial aid.

Who offers 529 Plans?

Currently all 50 states and the District of Columbia offer 529 plans (some states offer a plan in partnership with another state). While most prepaid tuition plans have state residency requirements, saving plans are typically open to residents of any state.

How are 529 Plans opened?

529 plans can be opened directly by investors in “Direct-sold” college savings plans. They can also be opened through a broker or financial advisor in “Advisor-sold” college savings plans. “Advisor-sold” plans typically include commissions, or “loads” to compensate financial advisors for services provided to their clients.

Can I afford a 529 Plan?

For the majority of American families, the answer is “Yes.” Consider the facts:

- **Low Minimum Contributions** – Most 529 plans have minimum contributions as low as \$15 or \$25 per month to an account. In comparison, most traditional mutual fund products require a minimum initial investment of at least \$1,000 followed by subsequent minimum investments of \$1,000 or more.
- **Matching Grants** – Thirteen states currently offer matching grants or scholarship programs, typically matching up to \$500 of contributions for qualifying families.
- **Direct Sold** – All states offer a direct sold plan which allows residents to participate in a low cost plan that offers professionally managed investments without sales loads or commissions.
- **Low Fees** – Fees for 529 plans compare very favorably with 401(k) retirement plans.

How secure is a 529 Plan?

529 plans are generally run by state treasurers, state officials and public sector governing boards. This provides a level of oversight not typically found in other private-sector investments.

Prepaid tuition plans (sometimes called guaranteed savings plans) are currently offered in 12 states and allow for the pre-purchase of tuition based in part on today's prices and then benefits are paid out at the future cost when the beneficiary is in college. As tuition increases from year-to-year, so does the benefit you receive from your prepaid tuition plan. Prepaid tuition plans are an attractive option for those who don't want to directly bear the risks of investment markets and desire a certain level of security, although they are typically designed to cover tuition and mandatory fees and not other college expenses (such as room and board). Some prepaid tuition plans are also backed by state legislation or even the full faith and credit of their state.

Most savings plans offer investment options that provide families with a guaranteed rate of return or guarantee of principal, along with various other investment options. Also, thirteen states currently offer FDIC or NCUA-insured investment options for those families who choose to minimize investment risk.

What investment options do 529 Plans offer?

Just as no two families are alike, the funds that students need for college vary based on a number of factors, including the type of higher education desired, the time a family has to save for college, the number of children in the family, available resources, support available from extended family members such as grandparents, and other factors. As a result, 529 plans offer a wide range of options for investors of nearly every risk tolerance.

Where can I find more information?

Several resources provide comprehensive information on 529 Plans:

- College Savings Plans Network (CSPN) – www.CollegeSavings.org
- National Association of State Treasurers – www.NAST.org
- U.S. Department of Education – www.ED.gov
- Internal Revenue Service – www.irs.gov (Search for Publication 970 – Tax Benefits for Education)
- U.S. Securities and Exchange Commission – www.sec.gov (Search for “An Introduction to 529 Plans”)
- Municipal Securities Rulemaking Board – www.msrb.org

About College Savings Plans Network (CSPN)

College Savings Plans Network (CSPN) is a leading voice for Section 529 College Savings Plans, one of the most popular, convenient and tax-advantaged ways to save for college. CSPN is a not-for-profit association affiliated with the National Association of State Treasurers (NAST) that brings together state administrators of 529 savings and prepaid tuition plans as well as their private sector partners. Information that families of all income levels can use to make informed saving decisions is available on CSPN's Web site, www.CollegeSavings.org.

The College Savings Plans Network is governed by an Executive Board of state Treasurers and state Program Directors. The 2011 Executive Board is as follows:

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