

**Sallie Mae 'Mission Possible' Campaign Wins
2007 Insight Award for Customer Advocacy**

Award Presented at the Financial Communications Forum, Boston

Boston, MA (April 12, 2007) – Insight Forums, LLC today named the 'Mission Possible' college planning toolkit developed by The Sallie Mae Fund as the winner of the 2007 Insight Award for Customer Advocacy in Financial Services. Presented during a special ceremony at the Financial Communications Forum in Boston, the Award recognizes financial communications initiatives that proactively enable customers to make fully-informed choices.

"Too many students and families assume that the dream of college is beyond their reach and are unaware that federal aid, state aid and scholarships are available to all families," said Tom Joyce, Sallie Mae Vice President of Corporate Communications. "Our goal is to close this information gap and help all students and families realize that the dream of college is possible."

"Sallie Mae did an excellent job of presenting complicated information to a relatively inexperienced audience," said Steve Weissman, Director of Insight Forums. "Young students and their families should benefit greatly from the effort, which our judges endorsed whole-heartedly."

The 'Mission Possible' campaign was one of six finalists selected by an independent panel of industry experts that included Deborah Bosley, PhD, Director of the Center for Writing, Language, and Literacy, UNC Charlotte; Lynette DeWitt, Associate Director, Retail Investment Markets, Financial Research Corporation; Michael Ellison, Executive Vice President, Corporate Insight; and Bill Wreaks, Editor and Publisher, The Journal of Financial Advertising and Marketing.

For more information about the Award, the Financial Communications Forum, and their counterparts in the health care arena, please visit www.insightforums.com.

ABOUT INSIGHT FORUMS

Insight Forums produces focused collegial events that bring marketing, technology, compliance, and operations professionals together to present and discuss methods for improving communications strategy and production. Reflecting its focus on business and technical best practices, it presents Insight Awards to winners in both financial services and health care. Additional information is available on the Web at www.insightforums.com or by calling Steve Weissman at 617.646.4140.