

For Immediate Release

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AAA MID-ATLANTIC TO OFFER SALLIE MAE'S SMART OPTION PRIVATE STUDENT LOAN

Silver Sword Capital Partners Facilitates Deal

Newton, Mass (April 16, 2010) – Silver Sword Capital Partners, LLC, a sales and marketing organization that helps banks, credit unions and affinity organizations tap opportunities in the student lending space, today announced that it has facilitated a deal that will partner AAA Mid-Atlantic, one of the country's top AAA clubs with Sallie Mae® to offer a student loan program for undergraduate and graduate students.

“With the federal student loan programs being transitioned back to the government, we still wanted to be able to help our members meet the rising cost of higher education,” said Scott Hunter, Director at AAA Mid-Atlantic. “The Sallie Mae *Smart Option Student Loan* was one of the best we looked at for its attractive terms for the borrower and simplicity of implementation for us.”

According to a recent survey, demand for private student loans has never been higher as most of the major players left the space when the securitization markets dried up in 2008. Additionally, American families have seen the traditional means of extra college money dry up. More and more, lenders are seeing the value in programs like Sallie Mae's *Smart Option Student Loan*, which allows banks, credit unions and affinity groups to offer student loans without assuming any risk on their balance sheets.

“The timing of the AAA Mid-Atlantic program is perfect because admissions letters have already started arriving and before you know it, tuition bills will follow,” said Michael Mallowney, managing partner at Silver Sword. “There is an opportunity here for any organization that is a good marketer, which AAA Mid-Atlantic certainly is.”

Details of the program can be found in the press release below.

About Silver Sword Capital Partners

Founded in 2007, Silver Sword Capital Partners is a conduit through which banks, credit unions and affinity groups can harness the opportunities that abound in the student lending space. To serve and connect both ends of the lending supply chain, the team at Silver Sword blends deep business development expertise, gained from holding senior management positions in various segments of the financial services industry, with extensive experience in the student lending sector.

Led by industry veterans Michael Mallowney and Perry O'Grady, the Silver Sword team brings a proven track record in business development and transaction execution at the front- and back-end. Silver Sword team members have secured successful partnerships for clients across the financial services sector and have managed many of the largest players in student lending. Learn more at www.silverswordcapitalpartners.com.

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