DATE

March 10, 2011

SECTORS

Education
Technology & Software

DEAL TYPE

M&A Advisory

DEAL LOCATIONS

DEAL TEAM

Justin Balciunas
Managing Director

DC Advisory advised Outside the Classroom Inc. on its sale to EverFi

DC Advisory US served as exclusive financial advisor to Outside the Classroom Inc. ("OTC") in connection with its sale to EverFi, Inc. ("EverFi"), a portfolio company of New Enterprise Associates. The combination of these two market leaders will further support EverFi's initiative to build a national network of off-curriculum technology platforms to teach and certify students in critical life skills.

OTC is the leading online provider of alcohol education and prevention. The company has served more than 2 million students at more than 450 colleges and high school campuses nationwide. The Company's flagship product AlcoholEdu has set the standard for alcohol prevention in the industry and was used by one-third of all college freshmen at four year institutions in 2010, including nearly half of the top-100-ranked schools in annual national surveys. The efficacy of OTC's solution has been validated through journal publications, time series analyses and randomized control trials. The Company was founded in 2000 and is headquartered in Needham, MA. For more information on OTC, please visit www.outsidetheclassroom.com.

EverFi provides financial literacy and student loan management products for high schools, foundations, community organizations, and colleges and universities. It offers a Financial Literacy Platform which educates students on saving, budgeting, credit, taxes, insurance and more; and Buttonwood which is a tool to combat the dramatic rise in student loan defaults. EverFi was founded in 2008 and is based in Washington, DC. For more information on EverFi, please visit www.everfi.com.

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