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**COLLEGE FOR FINANCIAL PLANNING TO SIGNIFICANTLY
EXPAND SCHOLARSHIP PROGRAM**

**Effort Aimed at Helping Financial Professionals Improve Their Skills Amid Economic
Uncertainty and Challenging Market Conditions**

Greenwood Village, Colo., Oct. 30, 2008 – The College for Financial Planning, the nation’s premier provider of financial services education and professional certifications, has announced it will significantly expand its scholarship program to further support financial professionals facing the current turbulent market. Starting today through December 31, the College will accept an unlimited number of applications and award as many fully-paid scholarships as possible based on response.

The College intends to double or more the number of merit-based scholarships it offers during the next two quarters, depending on the number of applications received, to help qualified professionals expand their skills and knowledge. The scholarships could be worth as much as \$14,000 for the College’s Master of Science Programs.

“The current economy has been challenging for many professionals, and the College is proactively increasing its support to help the industry during a time when it’s most needed,” said John Sears, president of the College. “Financial professionals are hungry for additional education, especially during tough times, and by offering additional scholarships we hope to empower professionals to sharpen their skills, which will help make them more attractive to employers and clients.”

The additional scholarships will provide financial assistance to an array of professionals, including those relatively new to the industry, seasoned veterans, and those actively seeking one of the College’s various certifications. To view the available programs and to apply for scholarships, professionals can visit the “Scholarships” page of the College’s Web site at www.cffpinfo.com.

The College last expanded its scholarship program during the economic downturn and bear market of 2001-2002. During this period the College awarded 50 fully-paid scholarships to financial professionals.

“My scholarship couldn't have happened at a better time,” said PJ Gunter, a David M. King Merit Scholarship recipient who recently completed her master's degree in Personal Financial Planning with the College. “I have no doubt that having the master's from the College for Financial Planning will open doors for me that would have been otherwise shut.”

The College awards scholarships to individuals who show significant potential or have already achieved outstanding success in finance, financial planning, and/or financial analysis and show promise of being future industry leaders. Specific criteria considered for scholarship applicants includes: work experience; licenses, designations, recognitions received, and academic accomplishments; and unsolicited letters from past clients. Additionally, community service and a commitment to a career in financial planning are factors considered by the College's scholarship committee.

About the College for Financial Planning

Founded in 1972, the College for Financial Planning provides accessible and flexible degree, non-degree, and continuing professional education programs to students nationwide. Shortly after its founding, the College introduced the CERTIFIED FINANCIAL PLANNER™ certification which has evolved into the world's most recognized and respected financial planning credential, with more than 50,000 professionals in the United States having earned the designation.

In addition to its CFP® Certification Program, the College offers Master's Program for more in-depth knowledge of the finance industry and professional designation programs in Asset Management and Retirement Planning. The College for Financial Planning is accredited by the Higher Learning Commission and is a member of the North Central Association.

In total, more than 100,000 students have graduated from one of the College's programs. For more information on the College for Financial Planning, please visit www.cffpinfo.com

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