



SCOTT MEACHAM
OKLAHOMA STATE TREASURER

For Immediate Release: October 2, 2008

College Savings Plan Names First Winner in Football Sweepstakes

Fans can still enter to win tickets, prizes to two more Oklahoma college games

OKLAHOMA CITY, OK – Don Anderson of Oklahoma City will be cheering the Oklahoma State University Cowboys in style at the new Boone Pickens Stadium thanks to the Oklahoma College Savings Plan (OCSP). As the first winner of the OCSP's VIP Fan Experience Sweepstakes, Anderson and three family members will be on the sidelines and in the stands at the October 4th game between OSU and Texas A&M in Stillwater.

As a winner of the OCSP VIP Fan Experience Sweepstakes, Anderson will receive four club level tickets to the game, sideline passes, a tour of OSU's new facilities, a replica OSU football jersey and a football autographed by Cowboys Head Coach Mike Gundy.

Anderson, a former state legislator from District 36 (Osage County) from 1980-88, says he signed up for the Sweepstakes two weeks ago when he opened a college savings account for his granddaughter who was born September 16th. "I had planned on opening a college savings account for Sophie because I know it will be a big help to her parents when it's time to pay for her college education. Winning the VIP Sweepstakes was a bonus and hopefully a sign that Sophie will grow up to be an OSU alumni just like me and her parents."

An OSU season ticket holder, Anderson says he's excited about touring the new facilities and getting an autographed football from Coach Mike Gundy. We're really looking forward to watching OSU beat A&M on Saturday.

The Sweepstakes was held in conjunction with Oklahoma College Savings Plan Month in September and is designed to raise awareness about the importance of saving for a college education. The Sweepstakes offer continues for a chance to win an OU and TU VIP Fan Experience. The sweepstakes deadline for the University of Oklahoma/Kansas game on Oct. 18 in Norman is October 12 and the sweepstakes deadline for the University of Tulsa/Central Florida game in Tulsa on Oct. 26 is October 19.

"The VIP Sweepstakes has been a terrific way to introduce parents and grandparents to the Oklahoma College Savings Plan," said State Treasurer Scott Meacham, chairman of the OCSP Board of Trustees. "Oklahomans love college football and the Sweepstakes allows us to capitalize on our state's football traditions and draws attention to Oklahoma's official 529 college savings plan – the ONLY 529 Plan with an Oklahoma income tax deduction!"

(more)

Meacham says it's not too late to register for a chance to win tickets to the two remaining games at OU and Tulsa. Go to www.ok4saving.org for complete rules and details and don't forget to register to win by Oct. 12 for the OU game and by Oct. 19 for the Tulsa game.

All contributions and any earnings to an OCSP account are federal and Oklahoma income tax-deferred, and distributions are also federal and Oklahoma income tax-free when qualified withdrawals are made to fund an array of student expenses at most institutions of higher learning (See Disclosure Book for details). Funds may be used at virtually any private or public college nationwide, and the savings can be applied to tuition as well as other qualified expenses including fees, books, supplies and certain room and board costs.

For more information about the Oklahoma College Savings Plan or to open an account with as little as \$100, visit the website at www.ok4saving.org or call 1-877-654-7284.

The OCSP VIP FAN Experience is courtesy of the Oklahoma College Savings Plan. No purchase necessary. Void where prohibited.

The Oklahoma College Savings Plan is a state-sponsored, tax-advantaged 529 college savings plan managed by TIAA-CREF Tuition Financing Inc. Introduced in April 2000, the Oklahoma College Savings Plan currently has more than \$290 million in total assets and almost 40,000 accounts, as of September 25, 2008.

For more information contact:

Tim Allen, Treasurer's Office, (405) 522-4212

Kym Koch, Koch Communications, (405) 831-8668

The tax information contained in this material is not intended to be used, and cannot be used by any taxpayer, for the purpose of avoiding tax penalties that may be imposed on the taxpayer. It was written to support the promotion of the products and services offered by the Oklahoma College Savings Plan. Taxpayers should seek advice based on their own particular circumstances from an independent tax advisor.

Consider the investment objectives, risks, charges and expenses before investing in the Oklahoma College Savings Plan. Please call toll-free 1-877-654-7284 for a Disclosure Booklet containing this information. Read it carefully.

Before investing in a 529 plan, you should consider whether the state you or your designated beneficiary reside in or have taxable income in has a 529 plan that offers favorable state income tax or other benefits that are only available if you invest in that state's 529 plan.

The Oklahoma College Savings Plan (OCSP) is administered by the Oklahoma State Treasurer. TIAA-CREF Tuition Financing, Inc. (TFI) serves as Program Manager. TFI's affiliate, TIAA-CREF Individual & Institutional Services, LLC, is the distributor.

The State of Oklahoma, its agencies, TIAA-CREF Tuition Financing, Inc., Teachers Insurance and Annuity Association of America and its affiliates do not insure any account or guarantee its principal or investment return except for TIAA-CREF Life Insurance Company's guarantee to OCSP under the funding agreement for the Guaranteed Option. Account value will fluctuate based upon a number of factors, including general market conditions.

C42830