



FOR IMMEDIATE RELEASE

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State's New Online Homebuyer Education Course **Exceeding Expectations**

The Indiana Housing and Community Development Authority (IHCDA) announced today that Indiana's latest tool to educate prospective homebuyers on the home purchasing process has exceeded expectations. The free online homebuyer education course, IHCDA University, has experienced a high volume of traffic resulting in more than twice as many projected registered users during the initial five months.

IHCDA originally expected 1,500 prospective homeowners to utilize the program in the first year. That expectation has been exceeded in the first five months of availability with 2,438 prospective homeowners registered in the system. Of that amount, 1,800 have successfully completed the course and of those, 803 are in the process of closing or have already closed on their homes.

"Prospective homebuyers in Indiana now have a free and easy to use web-based course that will educate them about homeownership. The fact that we exceeded our annual user goal in the first three months of operation shows there is a demand for such education and that potential borrowers embrace technology to get the information they need," said IHCDA Chief Financial Officer, Blake Blanch. "IHCDA University furthers our mission of helping to build strong communities by providing this tool to aid prospective homebuyers in making educated decisions."

Lindsay is an elementary school teacher in Upland, Indiana who completed IHCDA University and recently closed on her home. "The information in the course is very, very helpful with the loan and home buying process. The terminology that is used in the course better prepared me for the closing on my new home."

In early April 2008, Lt. Governor Becky Skillman and the Indiana Housing and Community Development Authority announced the launch of IHCDA University, a free service to consumers in Indiana designed to inform about the basics of purchasing a home so that perspective buyers are prepared for situations that may arise during the process.

IHCDA University was designed as a tool to help educate prospective homeowners to make smart purchasing decisions. The course is free and available 24 hours a day via the world wide webinternet to allow prospective homebuyers to take it at their leisure. IHCDA University takes about six to eight hours to complete and walks potential buyers through several lessons, including getting ready to buy a home, managing money, understanding credit and getting the right mortgage loan to meet their needs. Completion of the course also satisfies the Homebuyer Education requirement that is necessary for all

homebuyers seeking the 0.125% mortgage rate reduction offered through the Agency's single family purchasing programs.

"Knowledge Factor is thrilled to be part of such a successful project and to see the high level of interest shown by home buyers in this program," said Larry Gray, Chief Executive Officer of Knowledge Factor. "While the Confidence-Based Learning process on which this program is built is engaging and fun, it belies the fact that the program trains people faster than any other training process while ensuring that people learn and master the knowledge they need to be successful homebuyers and homeowners. This will make home ownership a much more satisfying experience for lenders and borrowers – which is a primary goal of the program."

For more information about IHCD University, visit <http://ihcda.knowledgefactor.com/>.

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The Indiana Housing and Community Development Authority's (IHCD) mission is for every Hoosier to have the opportunity to live in safe, affordable, good-quality housing in economically stable communities. IHCD believes that growing Indiana's economy starts at home. For more information, go to www.ihcda.in.gov. For updates from Lt. Governor Becky Skillman and the agencies she oversees, please sign up at www.in.gov/lgov.

Established in 2000, Knowledge Factor is helping companies improve employee productivity, reduce human error, and achieve better business outcomes through its patented Confidence-Based Learning (CBL) System. Knowledge Factor is the only company in the world that offers an online program that develops employee confidence and knowledge while isolating, measuring and fixing employee misinformation and doubt that results in mistakes on the job. CBL is the culmination of more than 50 years of research and decades of collaboration among some of the world's leading educational authorities who found a linkage between knowledge, confidence, retention and behavior. Today, Knowledge Factor's CBL is being used to train thousands of professionals and students in Fortune 500 companies, small- mid-size companies, professional associations and universities. For more information, please go to www.knowledgefactor.com.