



For Immediate Release

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NexTier Bank Receives Financial Education Innovation Award presented by Nasdaq and EverFi

Butler, PA April 12, 2016 – NexTier Bank was honored at the second annual *Innovation in Financial Education Awards* presented by NASDAQ and EverFi. The award recognizes NexTier's significant efforts to improve the financial capability of Americans through unique digital learning initiatives. Thirty-five institutions were honored with this distinction at a ceremony hosted on April 6 at Nasdaq Marketsite in New York City.

Honorees were selected based on a set of criteria that included the scale and reach of their financial education initiatives, the duration of their commitment, and unique employee volunteering activities that supplement their programs.

"Helping students and adults develop a foundation of financial understanding and capability is absolutely critical," said EverFi Founder and CEO Tom Davidson. "The organizations we're recognizing here today are tackling this issue head on and taking positive steps to prepare millions of individuals with the critical financial management skills needed to move our country forward."

NexTier Bank is committed to providing students with the skills and knowledge needed to successfully navigate the increasingly complex financial world we live in. NexTier has partnered with EverFi to bring the Financial Scholars Program to local students at no cost to schools or taxpayers and has reached over 534 students since 2013. The web-based program uses the latest in simulation and gaming technologies to bring complex financial concepts to life for today's digital generation.

"We are proud to partner with EverFi for our Financial Scholars Program and honored to be recognized by NASDAQ and EverFi. As a financial institution, we see the value in teaching students the critical skills they will need throughout their lives," stated Maria Smathers, Senior Vice President of Marketing at NexTier. "The students who have participated in our program start their post-high school lives better prepared to manage their personal finances and with a better understanding of budgeting, managing credit, and planning for the future. This is a great program and addition to any curriculum."

While more states are implementing standards in personal finance, only 17 states require high school students to take a course in personal finance, according to the Council for Economic Education (CEE). NexTier partners with

EverFi to implement the Financial Scholars Program in a co-curricular basis and provides students with the opportunity to develop healthy financial attitudes and behaviors in a classroom setting. Data collected from nearly 250 students who completed the *Financial Scholars Program* in the 2014-2015 academic year revealed that students' financial understanding increased by an average 61% after interacting with the curriculum.

Administered by teachers in a classroom setting, the web-based course offers over six hours of programming on a variety of financial topics including credit scores, insurance, credit cards, student loans, mortgages, taxes, stocks, savings, 401k's and other critical concepts that map to national financial literacy standards. The platform uniquely tracks the progress and performance of every student.

Photo attached - Maria Smathers, SVP at NexTier Bank, accepts Innovation in Financial Education Award presented by Nasdaq and EverFi

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About NexTier Bank

NexTier Inc. serves the western Pennsylvania region with corporate offices in Kittanning. NexTier, Inc. includes NexTier Bank, NexTier Wealth Management, and ESS NexTier Insurance. NexTier Bank has 26 community offices throughout Allegheny, Butler and Armstrong counties. As of February 29, 2016, NexTier Bank reported total assets of \$1.15 billion, total loans of \$863 million and total deposits of \$939 million. www.nexttierbank.com

About NASDAQ

Nasdaq (Nasdaq:NDAQ) is a leading provider of trading, clearing, exchange technology, listing, information and public company services across six continents. Through its diverse portfolio of solutions, Nasdaq enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 70 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. Nasdaq is home to more than 3,700 listed companies with a market value of approximately \$9.6 trillion and nearly 10,000 corporate clients. To learn more, visit: nasdaq.com/ambition or business.nasdaq.com.

About EverFi

EverFi, Inc. is the leading education technology company focused on teaching, assessing, and certifying K-12 and college students in the critical skills they need for life. The company teams with major corporations and foundations to provide the programs at no cost to K-12 schools. Some of America's leading CEOs and venture capital firms are EverFi investors including Amazon founder and CEO Jeff Bezos, Twitter founder Evan Williams, and Google Chairman Eric Schmidt. Learn more at everfi.com.