



December 2, 2010

Entitle Direct's College Tips Scholarship Contest

The ENTITLE DIRECT College Tips Scholarship Contest has officially started! The national contest runs through December 7, 2010. Entitle Direct Group will award one winner its "signature" reduction of 35 percent off toward a semester's tuition (excluding room, board, and ancillary expenses and up to a maximum of \$7,000). The Company is encouraging college students and high school seniors (must be at least 17 years old) to submit their best tip – up to 100 words – for navigating the college admissions process. The winner will be selected by a panel of judges evaluating the submissions based on selected criteria including originality and effectiveness.

Sample tips include:

1. Before you apply, take the time to be sure the school is right for you. Don't get bogged down agonizing over what the school wants from you. Take a step back, research the school and ask yourself how attending that school will help you meet your academic and personal goals.

- 2 Prove to the school that

you will be a good ambassador through your involvement.

3. Show how you were committed to your activities in high school and how your responsibilities increased each year.

4. It's a huge mistake to try to be funny when applying to college. Trying to write funny admissions essays or cracking funny jokes in an interview does not usually work because, most of you (as you probably know) aren't funny, so my tip is, be yourself.

Timothy Dwyer, CEO of Entitle Direct Group and Founder of ENTITLEDIRECT.com, states, "At Entitle Direct we have a passion for educating people how to save money on their closing costs. In keeping with our mission, we are excited to initiate a scholarship contest that will provide an opportunity for one student to save money toward his or her education."

To view the full contest rules and/or for students to enter, visit www.entitledirect.com/CollegeTipsby December 7, 2010.