

"Illinois...made its first appearance this year on Morningstar's best-plans list by replacing its program manager and shaking up its lackluster investment lineup with higher-rated funds and rock-bottom expenses."

—Wall Street Journal, April 16, 2008



Dear Investor,  
The Bright Start™ College Savings Program provides a smart, tax-advantaged way for families to invest money to help pay for a child's college education.

Recent improvements to Bright Start have resulted in the addition of highly rated investments from OppenheimerFunds and its affiliates, Vanguard and American Century Investments.® The changes are designed to save you money, provide greater flexibility and inspire more families to start saving for their children's future.

Best of all, you choose an investment plan that is best suited for you and your beneficiary—whether that's your child, grandchild, niece, nephew, friend or even yourself.

You'll find that a successful future for your child or loved one begins today with a Bright Start account.

Sincerely,

Alexi Giannoulias  
Illinois State Treasurer

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FOR MORE INFORMATION  
AND PLAN DETAILS

Go to [www.brightstartsavings.com](http://www.brightstartsavings.com)

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The Bright Start™ College Savings Program is administered by the State Treasurer of the State of Illinois and distributed by OppenheimerFunds Distributor, Inc. OFI Private Investments Inc., a subsidiary of OppenheimerFunds, Inc., is the program manager of the Plan. Some states offer favorable tax treatment to their residents only if they invest in the state's own plan. Investors should consider before investing whether their or their designated beneficiary's home state offers any state tax or other benefits that are only available for investments in such state's qualified tuition program and should consult their tax advisor. These securities are neither FDIC insured nor guaranteed and may lose value.

Before investing in the Plan, investors should carefully consider the investment objectives, risks, charges and expenses associated with municipal fund securities. The Program Disclosure Statement and Participation Agreement contain this and other information about the Plan, and may be obtained by visiting [www.brightstartsavings.com](http://www.brightstartsavings.com) or calling 1.877.43.BRIGHT (1.877.432.7444). Investors should read these documents carefully before investing.

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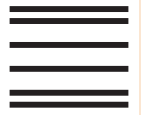
**BRIGHT START™**

Illinois' 529 College Savings Plan

YOUR CHILD'S FUTURE STARTS TODAY—  
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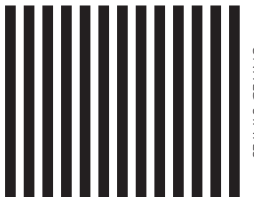
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# How to Prepare for College Costs

Education plays a vital role in the future success of any child. But considering that the cost of a four-year college education is rising quickly, planning ahead is key. The Bright Start College Savings Program can help.

Bright Start™—Illinois' 529 college savings plan—is a qualified tuition program under Section 529 of the Internal Revenue code. The Plan offers a number of advantages that make it easier to save for a child's future education—and it doesn't take a lot of money to get started.

## Save without the burden of taxes

- Assets grow federal tax free for the life of the account
- Withdraw money federal tax free to pay for qualified educational expenses. When withdrawals are used for other purposes, the earnings portion of the withdrawal is subject to federal income taxes and any applicable state income tax, as well as an additional 10% federal tax

### Illinois residents enjoy state tax benefits as well.

- Deduct combined contributions to your Illinois 529 plans<sup>1</sup> from your Illinois state taxable income, up to \$10,000 (\$20,000 if married and filing jointly) per year, including the contribution (but not earnings) portion of rollovers from other state 529 plans<sup>2</sup>
- Any earnings grow Illinois state tax free
- Qualified withdrawals are exempt from Illinois state tax

**Some states provide favorable tax treatment to their residents only if they invest in the state's own plan. Investors should consider before investing whether their or their designated beneficiary's home state offers any state tax or other benefits that are only available for investments in such state's qualified tuition program and should consult their tax advisor.**

## Contribute your way

- Bright Start accounts can be opened with just \$25 as an initial contribution and future contributions can be as little as \$15
- Anyone, including family and friends, can contribute at any time

<sup>1</sup> Illinois College Savings Plans are currently made up of the Bright Start College Savings Program, Bright Directions College Savings Program and Collegellinois!

<sup>2</sup> Based on informal guidance from the Illinois Department of Revenue that is not binding on the Department.

<sup>3</sup> If the account owner dies before the end of the five-year period, a prorated portion of the contribution allocable to the remaining years in the five-year period, beginning with the year after the contributor's death, will be included within his or her estate for federal estate tax purposes.

<sup>4</sup> See Program Disclosure Statement for more information.

<sup>5</sup> There may be gift or generation-skipping tax consequences depending on who the new beneficiary is. See the Program Disclosure Statement for more information.

## Maximize gifting and estate planning

- Contribute up to \$13,000 (\$26,000 for married couples) annually, per beneficiary, or up to \$65,000 (\$130,000 for married couples) prorated over a five-year period—without having to pay gift taxes<sup>3</sup>
- Contributions are excluded from an account owner's estate when taxes are assessed, making Bright Start an attractive option for grandparents

## Benefit from low fees

- Low plan fees mean more of your money goes toward your investment goals, not operating costs<sup>4</sup>

## Choose from a wide range of investments

- Bright Start offers a variety of investment options from OppenheimerFunds, Inc. and its affiliates, The Vanguard Group and American Century Investments<sup>®</sup>
- The plan provides choices designed to meet your needs, situation and risk tolerance

## Control your assets

- Bright Start assets remain in the Account Owner's name for the life of the account
- If your beneficiary decides not to pursue higher education, you may change the beneficiary to another qualified family member without penalty,<sup>5</sup> leave the account to grow for future use or make a nonqualified withdrawal (stated penalties will apply)

# Start Saving Today

It's easy to open a Bright Start account.

Enroll online at [www.brightstartsavings.com](http://www.brightstartsavings.com),

call **1.877.43.BRIGHT (1.877.432.7444)**,

or return the card below to order your

enrollment kit.

**Yes!** I want to know more about how I can prepare for college costs with the Bright Start™ College Savings Program. Please send an enrollment kit to the following address.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

