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MONEY SAVVY GENERATION BANKS BIG WINS WITH THE NATIONAL PARENTING CENTER

Money Savvy Generation Wins A Pair Of 2008 Seals of Approval From The National Parenting Center

Chicago, IL (May 20, 2008) – The rewards associated with saving money are self-evident. That’s why it is essential to help children develop saving into a habit while they are still young. In fact, the National Parenting Center feels it is so important that they’ve bestowed a pair of their 2008 Seals of Approval to Money Savvy Generation’s innovative and fun line of teaching piggy banks.

Company CEO and co-founder, Susan Beacham’s dream is to teach money management basics to elementary school aged children, a segment of the educational system virtually untouched because of the perceived complexity of the subject matter. Stated differently, she wants to get "out in front" of money management behavior before bad habits set in.

So, Beacham accepted the National Parenting Center’s recognition of the effectiveness of her teaching tools gratefully. Here is what The National Parenting Center had to say about Money Savvy Generation’s products, *Money Savvy Pig* and *Money Savvy Football*:



Money Savvy Pig

Award Category: Educational Products

Recommended Ages: 4 to 11

Price: \$15.99

“This great money saving bank really scored with our testers, young and old, well older. The transparent bank is separated into four sections, you may be familiar with a single slotted bank where you put money that you want to save, but from that point on things get very different. There is a Spend section with its own slot which parents felt was a great addition, after all what fun is saving for a rainy day, all the time? But wait there's more...an Invest and Donate quadrant where the planning and charitable aspects of money are emphasized. This bank scored big for its ingenuity, its design and the overall concept.”



Money Savvy Football

Award Category: Educational Products

Recommended Ages: 4 to 11

Price: \$15.99

“This great money saving bank really scored with our testers, boys more than girls as you might imagine. Oh well, we can't change stereotypes overnight. The bank is separated into four sections, you may be familiar with a single slotted bank where you put money that you want to save, but from that point on things get very different. There is a Spend section with its own slot which parents felt was a great addition, after all what fun is saving for a rainy day, all the time? But wait there's more...an Invest and Donate quadrant where the planning and charitable aspects of money are emphasized. This bank scored big with our testers.”

The National Parenting Center was founded in July of 1989 with the intention of providing the most comprehensive and responsible parenting advice to parents everywhere. The advice provided is furnished by some of the world's most respected authorities in the field of child rearing and development.

The National Parenting Center's Seal of Approval program was created in 1990 as an adjunct to TNPC's support services. It identifies the finest products and services being marketed to the parent/child audience. From educational and entertainment products and equipment to travel destinations, the consumer oriented testing process solicits evaluations from parents and their children. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.

About Money Savvy Generation

Money Savvy Generation develops innovative products to help parents, educators and others teach kids the skills of basic personal finance. The company strives to empower kids to take control of their financial lives and, in turn, their futures. The company sells more 4-chambered savings banks (pigs, cows and footballs) than anyone else in the world. Its scripted curriculum format is preferred by elementary and middle-school teachers.

Money Savvy Generation has more personal finance content (curriculum, activity books, seminars, television programming, songs and other products) for elementary school children than anyone else. Its passion is to inoculate children against economic illiteracy at an early age.

For more information about Money Savvy Generation's products visit the company's website at www.msgen.com.

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