

For Immediate Release
For press information, contact:
KidStuff Public Relations
Lisa Orman, 608-767-1102
Lisa@KidStuffPR.com



CREATIVE CHILD DEPOSITS THREE AWARDS INTO MONEY SAVVY GENERATION'S PRIZE CACHE

"Cash Cache™" Wins 2008 Kids Product of the Year

Lake Bluff, IL (July 9, 2008) -- Award-winning Money Savvy Generation can bank on three new accolades from *Creative Child Magazine* courtesy of a national panel of 50 child experts, educators and moms who recently judged what's savvy for today's hi-tech generation of kids. Their choice was not one but three of Money Savvy Generation's personal finance tools designed for elementary to high school students. The Cash Cache financial planner wowed the judges and earned the prestigious **2008 Kids Product of the Year** in the Educational Products for Teens category.

The Creative Child Awards panel has bestowed the following honors to Money Savvy Generation:



2008 Kids Product of the Year Award: Cash Cache™ Category: Educational Products for Teens

Cash Cache™, the award-winning personal finance organizer for teens, is designed to teach older children the skills that they will need to get and stay on target towards a bright financial future. It's packed with basic personal finance information and tips to help teens establish and work towards life goals that will require funding at some point while demystifying the world of banking, investing and credit. Best of all it empowers the user with an appreciation for delayed gratification. The finance organizer retails for \$21.99.



2008 Preferred Choice Award: Money Savvy Pig® Category: Educational Products for Kids

Money Savvy Pig®, a four-chambered bank which teaches young children the power of delayed gratification through financial choices and goal setting, is available in Blue, Pink, Green, Purple, Red and Platinum Edition. Recommended for children ages 4 to 11, this little piggy retails for \$16.99. Kids will adore that each chamber of coins exits through a different foot!





2008 Preferred Choice Award: Money Savvy Football™
Category: Educational Products for Kids

Money Savvy Football™, a four-slotted bank that allows kids to deposit money to save, spend, donate or invest, is chocolate brown with white stripes and laces. The sporty bank is recommended for ages 4 to 11 and retails for \$16.99.



Creative Child Magazine hosts a 2-day annual event in Henderson, Nevada where guest reviewers are invited to participate. All products are divided into categories and displayed at various review stations. Guest reviewers are asked to review multiple products, allowing each product to be reviewed based on criteria that correspond to the product's category. Upon completion of the event all review forms are collected, scores are tabulated and awards given (or not) based on dozens of comments.

All products submitted, including award winners, are officially announced at www.creativechild.com and are showcased in their big Holiday issue, distributed in early November. Only one product per category can win a Product of the Year award, as well as Toy, Book and Game of the Year. The remaining finalists receive a prestigious Preferred Choice award – given to Runners-Up of the Product, Toy, Book and Game of the Year.

Already the recipient of such honors as a pair of 2008 Seals of Approval from The National Parenting Center and three 2008 NAPPA Gold Awards, Money Savvy Generation continues to develop 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.

Money Savvy Generation also has the most complete personal finance content (curriculum, activity books, seminars, television programming, songs and other products) for elementary school children. 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.

###