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MONEY SAVVY GENERATION GRABS UPS SMALL BUSINESS AWARD FOR HELPING KIDS GET SMART ABOUT MONEY

LAKE BLUFF, IL, Nov. 2, 2006 - Money Savvy Generation's passion to inoculate children against economic illiteracy at an early age was recognized by United Parcel Service (UPS), the world's largest package delivery company and a global leader in supply chain services. UPS announced today that Money Savvy Generation was awarded second place in the company's 2nd annual UPS Best "Out-of-the-Box" Small Business Contest. A panel of small business experts reviewed nearly 800 contest entries from across the country and awarded Money Savvy second prize which consists of \$5,000 cash or \$5,000 of shipping services from UPS, and a personal computer provided by HP equipped with UPS Online Tools.

The UPS Best "Out-of-the-Box" contest was designed for U.S. small businesses with annual revenues in 2005 of at least \$250,000 but not exceeding \$10 million. Interested businesses submitted 500-word essays explaining how they came up with an innovative, out-of-the-box idea that delivered blockbuster results. The final entries were judged on originality (50%), business implementation (25%), and business results (25%). To read more about the contest and winners, visit www.ups.com/outofthebox.

The opening paragraph of Money Savvy Generation's contest submission captures the essence of why this company was recognized by UPS.

The traditional, one-slot piggy bank has been around for centuries. It is the universal gift parents give their child when it comes to money. But, we live in a new, financially complex world and certainly a new century, so it was time to apply some fresh thinking to this beloved, but admittedly "mature" toy. And that just what Money Savvy Generation® did when they developed their "piggy bank for the 21st century". It has the power to change the way children interact with money for the rest of their lives.

(Continued)

The idea for Money Savvy Generation was a long time in the making. When Susan Beacham, CEO, was working as a financial professional, she repeatedly saw how painful and difficult it was for her adult clients to deal with even the most fundamental concepts of personal finance. When she married and had her own children, she felt that much more urgency to make sure they got off on the right foot when it came to money management. In 1999 she and her husband, Michael, co-founded Money Savvy Generation.

Susan started by volunteering her time to local schools, including her daughter's first grade class. She paired her financial know-how with her classroom experience and created an eight lesson curriculum known as Money Savvy Kids™ Basic Personal Finance Curriculum. The program, however, came to life with development of the student interactive, hands-on tool known as the Money Savvy Pig®

“I had a dream one night and I saw the pig,” Susan said. “It was shaped like a regular piggy bank, but had four slots and four chambers to collect money for the four basic money choices – save, spend, donate and invest.

To encourage teachers to fit the curriculum into an already busy school day, Susan addressed two big roadblocks. The first was time. Rather than asking for additional classroom time, the curriculum was presented as an alternate way to teach math and social studies because it was aligned to national and state standards for these mainline subjects. The second was comfort with the subject matter of personal finance. This was addressed by totally scripting the lesson material so that teachers could read it through once and be ready to teach.

Money Savvy Generation's has expanded both its Money Savvy Kids curriculum and its retail line of four chambered banks. In addition to the Money Savvy Pig piggy bank line, there is Moolah, the Money Savvy Cow® and, just introduced for this coming holiday season, the Money Savvy Football®. For older children, there is the Cash Cache® Financial Organizer. The company's products have reached into all 50 states, Canada, and some overseas locations as well. Money Savvy Generation is on its way to being the go-to resource when it comes to the topic of kids and personal finance.

About Money Savvy Generation

Founded in 1999, Lake Bluff, IL-based Money Savvy Generation develops innovative products and services to help parents and educators teach kids the skills of basic personal finance. Money Savvy Generation has developed the award-winning Money Savvy Pig® piggy bank, its supporting curriculum, Money Savvy Kids™ Basic Personal Finance for elementary school age children, and the Cash Cache® Personal Finance Organizer for pre-teens and teenagers.