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**Money Savvy Generation's "Money in Your Pocket"
Teaches Kids About Personal Finance
Award-Winning Song Available on Company Website**

Lake Bluff, IL (March 5, 2007) - Money Savvy Generation has just made their song, "Money in Your Pocket," available to parents and educators nationwide. It can be downloaded at no cost from their website www.msgen.com as an MP3 file and burned to a CD. The song, just named a children's music semi-finalist in the 2006 International Songwriting Competition (ISC), demonstrates the company's commitment to creative and kid-friendly tools to teach basic personal finance.

Long recognized for its innovative educational products which teach personal finance to children, Money Savvy Generation believes that the addition of songs to its elementary school instructional programs leverages the intuitive way children absorb information. "If you want today's kids to remember an important lesson, then give your lesson a musical beat," says Susan Beacham, company founder and CEO. The song specifically teaches children that it's smart and fun to delay gratification:

*I'll spend a little bit right away, and save some more for a rainy day.
Then I'll donate to a group I know, invest the rest and watch it grow!*

"As with everything that Money Savvy Generation does, this approach is designed to empower parents to teach their children and inspire them to enjoy money management," emphasizes Susan.

The company's mission, which is to inoculate children against economic illiteracy, began with the award-winning Money Savvy Pig piggy bank. This subsequently became the interactive tool for its Money Savvy Kids Basic Personal Finance Curriculum. Designed for children in elementary school, this curriculum engages a child on all levels with the use of humor, original art, poetry and song. It has been taught in one or more school districts in 27 states and the District of Columbia.

The song "Money in Your Pocket" was selected out of almost 15,000 entries from 88 countries, representing all genres of contemporary music. Submissions are judged on the basis of creativity, originality, lyrics, melody and composition. The mission of the competition is to provide the opportunity for both amateur and established songwriters to have their songs heard in a professional, international arena. ISC has the most prestigious panel of judges of all the songwriting contests in the world, offering exposure and the opportunity to have songs heard by the most influential decision-makers in the music industry.

About Money Savvy Generation

Money Savvy Generation®, www.msgen.com, is the leader in children's financial literacy products. It develops innovative products and services to help parents and educators teach kids the skills of basic personal finance. Money Savvy Generation developed the award-winning Money Savvy Pig® piggy bank, Money Savvy Kids™ Basic Personal Finance curriculum for elementary school age children, and the Cash Cache® Beginning Personal Finance Organizer for pre-teens and teenagers. Money Savvy Generation also offers a podcast series and a website discussion forum allowing parents and teachers to communicate one-on-one about the topic of financial literacy education for children. Money Savvy Generation was founded in Lake Bluff, IL in 1999.