

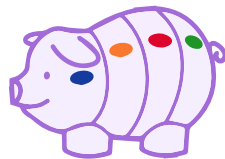
Media Contact:

Melinda Voelcker
Melinda@moneysavvy.com
800-413-0073x203

**About Money Savvy Generation**

Money Savvy Generation is a multi-platform financial education company which develops innovative, engaging and effective products to help parents, educators and others successfully teach basic personal finance skills to school-aged children and teens. Money Savvy Generation is a mission-driven company co-founded in 1999 by Susan Beacham and her husband, Michael Beacham, who share nearly forty combined years of financial services experience. Our mission is to empower children and young adults to take control of their financial lives and financial futures.

Money Savvy Generation's books, curriculum, products and apps have received dozens of best-in-class awards from many important organizations that evaluate these media, such as Parents' Choice Foundation, National Parenting Publications, USA Today, Business Week, Institute for Financial Literacy, Children's Technology Review, Creative Child Magazine and others. Plus, there are more published studies demonstrating the effectiveness of our financial education curriculum than any other competitor in the marketplace.

**About About our Founders**

Susan Beacham is the founder and CEO of Money Savvy Generation. She is an award-winning author, columnist, inventor, entrepreneur, motivational speaker and a nationally recognized expert on children and money. Her advice has appeared in The Wall Street Journal, The New York Times, USA Today and The Washington Post, as well as on the Today Show, Dr. Phil, CNN, and other major news outlets.

Before founding Money Savvy Generation, Susan spent 18 years working in financial services with senior management positions at Northern Trust, Wells Fargo, and Bank of America. Her award-winning tips for helping children get smart about money are available on her blog at susanbeacham.com.

Michael Beacham is the co-founder and President of Money Savvy Generation. He is an award-winning author, inventor, and program developer with deep and comprehensive industry knowledge of financial education and financial services.

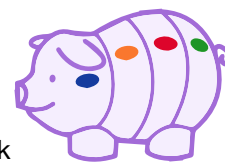
Prior to founding Money Savvy Generation, Michael spent 18 years working in international financial services with senior management positions in the U.S. and abroad with Northern Trust, KPMG Consulting and Accenture.

Money Savvy Generation By The Numbers

Over two dozen innovative and award-winning products developed by Money Savvy Generation.

23

Products for Kids (3-11)
beginning with the Money Savvy Pig piggy bank



5

Products for Teens

2

**Products for High School
to College**

1

Product for Couples



Over thirty prestigious awards and recognition

14

EIFLE Awards
Excellence in Financial
Literacy Education

8

**Parents' Choice
Foundation Awards**

6

NAPPA Awards
National Parenting Publications

2

**Creative Child
Awards**

4

Published Research Studies
proving positive effect of Money Savvy
Curriculum to shape students' attitudes
about money

Product of the Year

**Money Savvy Pig bank premiered as
2002 Product of the Year by USA Today and
Business Week**

1999 Money Savvy Generation
founded by
Susan & Michael Beacham

2008 Money Savvy Kids Club
books published

2018 First book for couples
published
Official Money Guide for Couples

2002 Money Savvy Pig debuts
Product of the Year

2011 Savings Spree App
released on App Store

2022 First levels of online
curriculum to be
released

2004 First study on Money Savvy
curriculum published

2014 O.M.G. Official Money Guide
for Teenagers book published
first in O.M.G. book series