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LEARNINGCENTS™ TEACHES KIDS FINANCIAL RESPONSIBILITY BY THE SEAT OF THEIR PANTS

New LearningCents™ Wallets Help Children Take Their Financial Lessons On The Road

Atlanta, GA (June 25, 2007) — Have you ever watched a kid empty his or her pockets before shoving their jeans into the hamper? It's like a Harpo Marx coat: empty candy wrappers, bleeding pens, lint balls, sundry pebbles, corroded batteries and a couple of crumpled up dollar bills. We're never going to get them to stop shoving everything they find in their pockets, but we can, and should, teach them the difference between a dollar and a candy wrapper.



Because children become independent much younger these days, we actually want them to have a few dollars in their pockets. Sometimes we give them cash, sometimes they get gift cards from relatives, and sometimes they even make the money themselves. No matter how they get it though, they need to know how to take care of it. We give them banks at home, so it only makes sense that we give them a place to keep their money when they go out.

That's why the two Mompreneurs, who created the award-winning LearningCents Bank, have just introduced the *LearningCents Wallet*; to help kids learn the responsibility of keeping their "on the go" money in a smart, safe place. And while it may look like it's just a hipper, more stylish wallet than mom or dad carry, this wallet has been designed with "kid" in mind.

Because kids may not have room in their pockets (see paragraph 1!), each LearningCents wallet sports a sturdy carabiner to clip to belt loop, backpack or purse. In order to withstand the rough and tumble kid-lifestyle, they're made of durable 600 Denier.



And to help children to learn organization skills, the tri-fold design includes a zippered change compartment, slots for gift cards and a plastic ID card holder. It even has a velcro strip that runs the width of the wallet to provide a nice strong closure.

According to Gail Duner & Caryn Boxer, Ph.D., the Mom-inventors of the LearningCents Banks, "*The LearningCents Wallet* is a great complement to the LearningCents Bank and gives children a place to carry their money when it is time to spend, save or give." Not to mention one other extremely important lesson for kids to remember: Mental note -- Frog in pocket, money in wallet.



LearningCents Wallets will be available in August, 2007 and come in three fun camouflage colors (Pink Camo, Blue Camo and Green Camo). Suggested retail price is \$9.99.

The Atlanta moms have brought to life an idea for boosting kids' financial IQs. The school-age-set should be taught to use their money in three ways: save, spend and give. With a nifty new product called the

LearningCents™ Bank, children can now be taught to manage their growing cash flow. It's one of those why-didn't-I-think-of-that products that's won prestigious awards from Dr. Toy, Creative Child magazine, iParenting Media and Mr. Dad. The LearningCents Bank, retailed at \$21.99, is sold nationally at specialty toy shops, online at e-tailers and at www.learningcents.com. Choose from our four models:

- LearningCents Bank: Classic Give
- LearningCents Bank: GirlSense Give (Jill's Bank)
- LearningCents Bank: Classic Tzedakah
- LearningCents Bank: GirlSense Tzedakah

About LearningCents

LearningCents is an Atlanta-based company providing innovative, educational products to help families teach money values right from the start. Visit their website, www.learningcents.com, for more information or to purchase the LearningCents Bank and the LearningCents Wallet.

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