

## **MoneyMinding Adds Mr. Doug Frankiw to its Board of Directors**

Victoria, BC, Canada – MoneyMinding International Inc. is very pleased to announce that Douglas P. A. Frankiw has accepted an appointment to its Board of Directors. When asked of his decision to join MoneyMinding's Board, Mr. Frankiw stated "MoneyMinding has developed a unique approach to financial education in that the information presented is just that; unbiased, independent information. MoneyMinding does not represent a fund or other financial services group, and as such is neutral and therefore does not use the educational approach as a sales pitch. In addition, MoneyMinding is able to private label their services for its clients – financial planners and other financial services organizations – thereby giving their client's sales forces a new opportunity to reach out to their clients. Having spent a considerable amount of my career within financial services and client support, I'm honoured to be part of the MoneyMinding team."

Ms. Tracy Piercy, Founder and CEO of MoneyMinding International Inc. commented that "Doug is a great asset to our management team and to our Company. In addition to his vast experience and enthusiastic approach to everyday life, Doug will open many doors for us. Doug is a master at turning an idea or desire into action and results. I am very happy to welcome Doug to our team and look forward to working with him and the rest of the Board."

While Doug is involved with several ongoing endeavors, his primary focus for many years has been CEO On The Go, an organization founded by Doug, which has to date helped better than 2,100 companies. During Doug's 28 year career, he has been Chairman of a large lending institution and as a senior officer with The Business Development Bank as well as the Royal Bank of Canada. His educational background includes 11 years of post secondary education including a Masters in Finance. Doug is also an accomplished public speaker and was Keynote Speaker with Dr. David Suzuki. In 2005, Doug received the prestigious Business Mentorship of the Year award from Industry Canada, Alcan Canada, and TELUS Business and has served on many Boards and continues to work with Fortune 500 Companies as well as Universities on a global basis.

### About MoneyMinding

MoneyMinding International Inc. provides financial literacy products, services and training materials to consumers of all ages and backgrounds. Financial professionals, including those engaged in disciplines such as Certified Financial Planners, Banking, Insurance, Real Estate, Mortgage Brokers and Accountants can provide their clients with access to an independent source to receive foundational financial training as well as question and answer support. Professionals can also receive accredited training and certification, required within their industry to maintain licensing standards, on the MoneyMinding Methodology of financial decision making to compliment their technical financial expertise. Consumers have access to information and to financial professionals who can help them confidently make personal financial decisions.

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