

For Immediate Release – March 29, 2010

## **MoneyMinding to Present at Federal Task Force on Financial Literacy**

Victoria BC – MoneyMinding Inc. today announced that Tracy Piercy, Chief Executive Officer, has been invited to participate and present a Brief before the Federal Task Force on Financial Literacy on April 6, 2010 in Vancouver BC.

Ms. Piercy has specialized in financial literacy for 12 of her 20 years working in the financial industry. She is also an expert on the behavioral aspects of money decisions and commented that “one of the big challenges facing the task force is that most consumers don’t know what they don’t know when it comes to financial literacy and often aren’t able to spend the time or money to access this education the way it is currently presented. MoneyMinding offers solutions to these obstacles by providing convenient, bite-sized financial education in a format that allows the consumer to access and learn at their own pace and comfort.”

MoneyMinding specializes in providing innovative, “outside of the box” delivery of independent, practical financial education to the financial industry, corporations, and consumers throughout North America and overseas. Training is delivered through courses and materials, primarily in an online environment. The star of the Company is the Minute Manager Service, which provides pertinent financial information that is applicable to the consumer’s daily life; relevant information that they can connect with every time they pull out their wallet to make a purchase or make any kind of financial decision.

MoneyMinding is pleased to be a part of this event and present ideas for the Canadian Government’s consideration on how to best provide financial education to a broad spectrum of people - young, old, rich and poor - in a variety of venues, including schools, employers, financial institutions, and governments.

### About the Task Force

Established within the 2009 Federal Budget, the Task Force on Financial Literacy will provide advice and recommendations to the Minister of Finance on a national strategy to strengthen the financial literacy of Canadians. This strategy will outline the following:

1. The overall objectives, as well as a focused, concrete plan of action for strengthening the financial literacy of various segments of the population;
2. Ways to leverage existing resources to enhance financial literacy in Canada;
3. The best means of promoting financial literacy in Canada;
4. A framework for collaboration among all stakeholders – including government organizations at all levels – which would maximize financial literacy efforts in Canada and reduce duplication;
5. Ways in which the different stakeholders should collaborate to advance the state of financial literacy research in Canada; and
6. Methods of assessing the progress made in implementing a national strategy, including identifying appropriate timelines and milestones for achievement.

The Task Force will draw on global “best practices” and build on the strengths of successful initiatives that are already in place, in Canada. The Task Force will submit a final report by the end of 2010 that recommends a national strategy on financial literacy to the Minister of Finance. The Task Force will make its report available to the public.

### About MoneyMinding Inc.

Tracy and her team have been operating since 2005, providing 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 and question and answer support. Professionals can also receive accredited training and certification 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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