

Dimensional Branding Group Signs MoneyWizdom; Bay Area Licensing Agency to Create Broad-Based Brand Extension Campaign for Kids Financial Literacy Program

San Francisco, Calif. – February 26, 2009 – Tackling the enormous need to educate kids about money, The Dimensional Branding Group, a San Francisco Bay Area licensing agency, announces its representation of the MoneyWizdom brand.

MoneyWizdom helps parents teach their five to eight-year-old children how to spend, save and share their money wisely through everyday life experiences using real money and addresses a critical need in today's turbulent economic environment for early financial education that can instill good habits to last a lifetime.

“DBG recognizes that the time is critical to develop products that engage both the parents and the child that translates into future generations of financially literate and responsible children.” said Larry Seidman, CEO of Dimensional Branding Group. “We are pleased to represent MoneyWizdom and help extend the brand into various consumer product opportunities, including non-traditional toys and games that combine publishing, interactive and other proprietary web access program applications.”

Denise Labuda, founder and CEO of Economic Independence Group, LLC and creator of MoneyWizdom, explains, “Parents have begun to recognize that their kids don't know enough about how to manage money and not all of them have the opportunity to learn about it in school. We created a product solution that tackles this problem in the home, and this can begin to change and instill behaviors that can make a positive difference in the lives of people.”

With credit card debt at an all-time high and 40 percent of Americans living beyond their means, there has never been a better time to help get future generations on the path toward financial literacy. Parents who have worked with the program say it reduces the parent-child conflicts over money, while increasing their child's sense of financial independence, responsibility, and decision-making skills.

MoneyWizdom contains four key components:

- MoneyWizdom KidsKit — This kit is filled with tools to get started, including colorful money pouches that give kids their own place to put their money and an easy Getting Started Guide.
- The KidsZone — A fun and safe place for kids to learn online as they interactively build money habits and skills. Kids can manage their budgets and practice new money skills while playing games, doing activities and interacting with “Reggie the Register,” their animated KidsZone host.
- Members-only Web site — A resource for parents with information from specialists about motivation, allowances and more. It includes ongoing guidance from EIG’s panel of education specialists, and access to a rich library of information on topics including motivating children and encouraging responsibility.
- MW Blog — An online place linking parents to each other in the program. Users can learn what other parents are doing, post their own opinions, experiences, share success stories and get help with any questions they may have.

About Dimensional Branding Group, LLC:

The San Francisco Bay Area based Dimensional Branding Group (DBG) focuses on brand licensing and mergers and acquisition services with a unique emphasis on strategic marketing and consumer research. DBG specializes in developing evergreen toys, children and iconic brand trademarks into entertainment placement and new extension markets. It’s clients include PlayStation, (including game titles such as God Of War, Ratchet and Clank, and Little Big Planet, among others), Jenga, Skee-Ball, MoMA Modern Kids, Kindermusik, Chronicle Books, Quirk Publishing, Worse Case Scenario, Big Wheel, Bob’s Space Racers & Masha D’yans. www.dimensionalbranding.com

About Economic Independence Group, LLC

The Economic Independence Group, LLC, is dedicated to supporting families, businesses, teachers and non-profit organizations in their efforts to provide children with a strong financial foundation. EIG offers workshops, consulting, MoneyWizdom products and support for parents, grandparents, mentors, advisors, and educators — anyone who is involved in helping children learn good money skills and sound habits. www.economicindependencegroup.com

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