

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Ashley Crabtree
Gonzo Communications
949-459-2165
ashley@gonzocom.com

A PERFECT ANSWER FOR RETAIL IN THIS TIME OF RECESSION

*Fed Chairman Calls for Teaching Financial Literacy to Children –
Moonjar LLC Answers the Call*

SEATTLE – June 20, 2008 – Americans are facing increased financial pressures with the current economic woes. Experts, including Federal Reserve Chairman Ben Bernanke, have stated that in order to avoid this problem in the future we must begin teaching our children financial literacy at a young age. Looking to make a difference, Moonjar LLC, a Seattle based company, has been on a mission for the last seven years to bring the principles of financial literacy to children around the world by teaching them to Save, Spend and Share their money – helping them to map out the future for themselves and their communities. Moonjar believes kids can create great change with simple daily choices.

“Moonjar was founded in 2001 because I saw the lack of tools for parents to teach their children about wise money management practices, including how to work toward goals, and how to fulfill dreams,” said Eulalie Scandiuzzi, founder of Moonjar. “Now is the time to act and make sure that we are equipping our youth with the tools that they need to be financially literate adults, and that means starting financial education in Kindergarten and carrying it throughout their lives.”

To meet this goal, Moonjar offers many solutions to help get the money conversation started. Their award-winning line of visual and kinetic products includes the original Moonjar Moneybox, a powerful twist on the traditional piggy bank with individual compartments for Saving, Spending and Sharing. Moonjar’s Conversations To Go: small boxes filled with 100 big questions about life, money and travel open meaningful conversations at the kitchen table, in the car or anywhere. Moonjar also offers two children’s books in traditional format and animated DVD’s. *How the Moonjar was Made* is the first book in a series of global adventures starring characters Noom and Raj as they discover how to Save, Spend and Share. *The ABC’s of Business* includes a Moonjar Moneybox and a glossary of helpful money words for the young entrepreneur.

- more -

About Moonjar:

Founded in 2001, Moonjar LLC is a Seattle-based company that creates award winning, innovative products for a new generation of learners. Moonjar awards include the Global Learning Initiative Award, Oppenheim Toy Portfolio Best Toy Award, Creative Child Seal of Excellence, and the National Parenting Center Seal of Approval. Moonjar products are lively, out-of-the-box tools helping families gain financial literacy and lifelong communications skills. More information about Moonjar can be found at www.moonjar.com.

#