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MOONJAR PRESENTS NEW LINE OF CHILDREN'S PRODUCTS HELPING PARENTS TEACH LIFE SKILLS

HANDS-ON FAMILY TOOLS ADDRESS FINANCIAL LITERACY, GOAL ACHIEVEMENT AND
CULTURAL UNDERSTANDING

October 18, 2004 - Seattle, Wash. — Moonjar introduces the next step in its commitment to fostering discussion in families and helping parents teach important lifeskills through a new line of children's books, toys and tools. The current products emphasize three skill sets in particular: financial literacy, goal achievement and cultural understanding; and the whimsical, creative approach both engage and inspire youngsters ages 6-12. Moonjar believes that kids can accomplish anything they want if they can be in control of their own destiny. These tools invite children and their parents to talk about their dreams and goals then take the first step to make them come true.

"We really set out to help kids make their dreams become real," said Moonjar's founder and CEO Eulalie Scandiuzzi. "We started with a colorful fun moneybox that teaches basic money skills through Spending, Saving and Sharing. This initial product demonstrated the power of family discussion and is the inspiration for this new line."

Moonjar Product Line

- The Classic Moonjar Moneybox, created to last (made of durable metal with lift off acrylic lids) takes the child's piggy bank to another level - inspiring spending, saving and sharing for a lifetime.
- Moonjar's first book, *Noom and Raj Start a Business: The ABC's of Money*, leads children through a fun business adventure where the characters figure out the dollars and sense

of money! Each book comes with a Standard Moonjar Moneybox kit you and your child can assemble.

- Keep your family talking with Moonjar's Conversations To Go - a small box filled with big questions for families.
- Moonjar's "From Me to You" Giving Cards feature the loveable characters from the book and encourage gift giving.

About Moonjar

Created in February of 2001, Moonjar's vision is to inspire children to learn the skills they need to become self-reliant individuals and involved community members. Their products offer a creative, hands-on approach to teaching these skills. Moonjar has been recognized for creating innovative products that demonstrate excellence in education and accessibility to children worldwide as a recipient of the 2004 Global Learning Initiative Award.

The Moonjar line is distributed by Ten Speed Press. Also available online and in retail stores. For more information about Moonjar, please visit www.moonjar.com or call 888-323-0001.

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