



Moonjar Celebrates Record Year in Bringing Financial Literacy to Classrooms in 2009

Moonjar significantly increased sales of classroom tools and participated in important school financial education programs across the nation

SEATTLE—(January 28, 2010)—Moonjar LLC (www.moonjar.com), a Seattle company committed to helping children and families around the world learn the three basic principles of money management: saving, spending and sharing; is celebrating 2009 as a year marked by the fulfillment of its mission for empowering youth with financial literacy through first-time strategic partnerships with the Auburn High School DECA Chapter, the Securities and Exchange Commission (SEC), the Financial Industry Regulatory Authority (FINRA) and the Jump\$tart Coalition for Personal Finance.

During the economic downfall in 2009, the need for financial education at the elementary school level was met with an increased demand for Moonjar's hands-on visual education tools, including the Moonjar Classroom Kit, the Moonjar K-5 Curriculum and the Leader's Lesson Plan. In addition, Moonjar participated in classroom programs across the nation, such as DECA's Road to Riches Program, Project: CHANGE and the first-ever the first-ever National Financial Literacy Conference for Educators.

In an on going partnership with Auburn High School's DECA Chapter, The Moonjar Classroom Kit, which includes a curriculum that satisfies Washington State math standards, is fueling the AHS DECA Chapter's students-teach-students platform by empowering them with the knowledge and skills to teach responsible money management to the third grade classes at elementary schools in the Auburn, Wash. School District.

In November, Moonjar Moneyboxes were used to teach elementary school children in 18 schools nationwide how to save, spend and share during a one-day program, Project CHANGE: "Creating Habits and Awareness for the Next Generation's Economy." This program was a result of a joint partnership between the SEC, FINRA, and the Jump\$tart Coalition for Personal Finance.

Moonjar has also connected with several more school districts in Eastern Washington this year as the five year collaboration continues between Students in Free Enterprise (SIFE) at Heritage University and Moonjar team. With this partnership more than 500 students this year alone have been exposed to financial literacy. The first students from the Moonjar/SIFE program six years ago are still using the concepts they learned in elementary school and creating positive change in their lives.

Finally, Moonjar participated in the first-ever National Financial Literacy Conference for Educators November 6-8 by the Jump\$tart Coalition for Personal Finance where they discussed how hands-on visual tools coupled with an innovative personal finance curriculum can change a child's life.

"The necessity to teach the world's youth how to manage money responsibly through saving, spending and Sharing, was identified by the financial crisis suffered in 2009, and we were honored to partner with organizations that successfully met this need using our education tools," said Eulalie Scandiuzzi, CEO and founder of Moonjar. "Looking forward to 2010, we hope to continue the adoption of personal finance within classrooms across the world."

For more information about Moonjar, as well as tips and hands-on visual tools for teaching children about money, visit www.moonjar.com.

About Moonjar LLC:

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 specifically created to encourage critical thinking for kinetic learners. We believe that to revolutionize this field we need to start teaching our youngest children about money concepts with non linear tools and lesson plans. Moonjar tools uniquely address the youth of the 21st Century. They help families gain financial literacy skills including the vocabulary needed to empower confidence to speak about "the unspeakable" (money)! More information about Moonjar can be found at www.moonjar.com.

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