

## Kidnexions Releases it's Savings Software Program for Parents and Kids



ROCKLIN, California - April 16, 2007- Kidnexions released its savings software program, KidsSave, as a creative new tool to help parents teach their children how to develop good savings and spending habits. The innovative software, designed for kids ages 6 and up, features sleek custom interfaces, the ability for parents to individualize their kids' accounts, a unique Rewards program which offers interest and matching fund incentives, a financial goal planning wizard and progress tracker, and a powerful What If? section where kids can experiment with interest,

matching funds, deposits, withdrawals, and allowance to see the possibilities of their account growing in the future. Easily downloaded from their website <http://www.kidnexions.com>, the software is offered as a 35 day-trial.

“We need to turn the focus back on spending and saving wisely and get these kids ready for their financial futures,” say John and Karyn Hodgens, the developers of KidsSave, who created the software in order to help establish these skills in their own children.

Parents, who take on the role of the banker, set up the KidsSave Accounts where they can schedule allowance payouts and offer savings incentives through Reward matching and interest options. KidsSave takes over from there and automatically records any allowance and Reward transactions into the child's account. Other unique features allow the banker the option of confirming their child's account entries as well as placing a spending lock on the account to control the amount of money available to be spent.

Unlike a regular savings account, with KidsSave kids can quickly see the cause and effect of making deposits and /or withdrawals to their account. All transactions are recorded in their KidsSave registry mimicking what happens in real life as adults make entries in their checkbooks. Keeping to its creative design and visual appeal, KidsSave also provides a graphical view of their account over time.

The Goal section takes what can be a very challenging skill to teach kids and guides them to make appropriate and attainable goals through an easy to follow, step-by-step process. With Bubbles, the KidsSave wizard, kids learn the intricacies of creating

personal financial goals...how much they need to save, how much they are able to save, how long the goal will take, and so on. Once their goal has been created, kids can track their progress with delightful and appealing graphics that makes saving toward a goal a fun challenge.

The clever What If? section of the program is worth the price of admission alone. The What If? offers an additional powerful learning tool for kids. In this creatively designed section, kids can project their future account value by experimenting with different variables such as interest, deposits, matching funds, etc. For kids used to instant gratification, the results of their “playing around” are immediately displayed in graph form bringing to life the infinite possibilities of different savings habits.



This is where kids are concretely introduced to the power of compound interest and can see the exponential growth in value over time. Pretty neat stuff.

And although the software is intuitive enough to use on its own, the HELP section offers a thorough description of each section of the program, complete with helpful visuals .

KidsSave offers parents an original way to help solve the common problem of getting their kids to save their money. The power of the What If? section and the ability for kids to set up personal financial goals are powerful tools that can help this generation of kids take control of their financial futures.

Kidnexions was founded on the idea that kids learn best when engaged in interesting and relevant activities that are connected to their everyday lives. Their goal is to build on kids' interests by providing opportunities for them to develop real-world skills through fun, motivating, and meaningful activities.

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