



An Investment You Can Count On to Grow

Kidnexions Releases KidsSave Version 1.1 as a Tool for Parents to Teach Money Management and Help Kids Invest in Their Future

ROCKLIN, California - October 18, 2007 - How often do parents get the luxury of knowing that an investment they make is pretty much guaranteed to pay off? And what if that investment benefited not only them but their kids as well? Would they pass up the opportunity? Probably not. That's the idea behind a new kids' savings and money management software program called KidsSave. If parents invest in teaching kids the skills to be saving savvy and money smart, those lessons will pay off not only for them but for their kids as well.

Unfortunately, a recent survey indicates that 70% of parents said their child had not had any formal training in money management.¹ So it's not surprising that 76% of college students felt they were not well prepared to deal with the financial challenges that await them after graduation.² For many parents, it's simply a matter of not knowing how to start or where to start.

That's why John and Karyn Hodgens, co-founders of Kidnexions, designed KidsSave. Realizing a potential problem in the savings habits of their youngest son, and not finding any tools to help teach and motivate him to save, they took on the task of creating their own software savings program. Using custom interfaces appealing to both kids and adults, KidsSave is helping parents invest in their kids' future by laying down the financial foundation for success.

"We want parents to be able to help their kids form positive saving and spending habits early on so that when they become adults, they will have the necessary skills to lead productive, financially

healthy lives," says Karyn.

The KidsSave program, which just released its 1.1 version, runs similar to a bank savings account. Parents, who take on the role of "banker", set up their child's KidsSave Account with options such as matching funds, interest payouts, and/or allowance. When their child receives money, they simply "KidsSave-It"...deposit it into their KidsSave Account. Kids can also make withdrawals, check out their Account history, create a PIN for private access, and change their color and style themes. It's a great, organized, and sophisticated way to teach kids how to manage their money.

But the real appeal and what makes KidsSave so unique is the ability to visually show kids how their money can grow over time. This happens in the *What If?* section of the program. Experimenting with different saving scenarios such as allowance, interest, and/or matching funds, kids can see the dramatic effects of what can happen to their money if they "KidsSave-It". When they see the line in the graph shoot up...that's when the light bulb goes on, or...adults can be heard saying, "Ah, I wish I had known about this when I was your age..."

But it's not all just about saving money. Kids need to learn how to spend it wisely, too. And that's handled in the goal setting section of KidsSave. Cleverly done, Bubbles, the goal setting wizard, walks kids through the thinking necessary to create a reasonable personal financial goal. When they are satisfied with their goal, kids end up on the progress screen where they can monitor their progress towards achieving their goal.

But if kids even end up on the goal progress screen it's because they have finally come to terms with giving up some of their own money! When kids are put in charge of financial decisions involving *their* money it's amazing just how frugal they become! *Fait accompli!* They have learned the value of a buck! But even more important, they are prepared to take on the financial challenges that await them

when they finally fly the coop. And that's an investment both parents and kids will benefit from!

About Kidnexions: 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. Visit them at <http://www.kidnexions.com>.

Pricing and Availability: KidsSave is easily downloaded from its website for a 35-day free trial and for purchase for \$29.95. System requirements: Windows XP SP1 or higher, Windows Vista.

Product page link: <http://www.kidnexions.com/product.htm>

Download link: <http://www.kidnexions.com/download.htm>

Email: info@kidnexions.com

¹ *Building Teen Personal Financial Skills a Top Worry for Parents*, Visa, July 2005

² *New Survey by The Hartford Reveals Financial Literacy Communication Gap Among College Students and Parents*, February 2007

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