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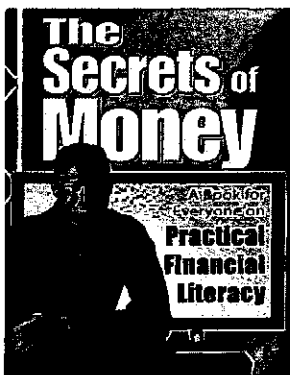
BRAUN MINCHER

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NEW RELEASE:



Braun Mincher

Now available online
and in bookstores
EVERYWHERE!

MY “FINANCIAL LITERACY” CHALLENGE TO HIGH SCHOOLS AND COLLEGES

High Schools, Colleges and Universities require students to take years of math, science, English and other similar classes to graduate, but few schools provide, let alone require, a basic “Practical Financial Literacy” class that will be applicable to everyone throughout their lives in the “real world.” According to a recent report from the National Council on Economic Education, **only 7 states** require high school students complete a “Personal Finance” course to graduate. In 2002, **more people filed for bankruptcy than filed for divorce, were diagnosed with cancer, or graduated from college**, according to statistics from the U.S. Department of Treasury.

After continuing to be amazed at the lack of basic financial knowledge of seemingly well educated adults (many with bachelor, masters, law, PhD, medical and other advanced degrees), and in an effort to curb the financial illiteracy epidemic facing the next generation, **I am issuing a Nationwide Challenge to School Districts, States, Colleges and Universities to make “Practical Financial Literacy” classes a graduation requirement.**

For schools accepting my challenge, in accordance with certain terms and conditions, I will provide **FREE OF CHARGE** the curriculum outline and a textbook for each student, which is an adaptation of my book for adults, entitled *The Secrets of Money: A Guide for Everyone on Practical Financial Literacy*.

Now, I understand that for most educators, this type of innovative thinking might be unconventional, and most will think I am challenging today's educational efforts. **I AM!** It is called education reform. But, not because I want to question the motives of today's dedicated educators and law makers, but rather to prepare today's students for an ever changing world and to help set them up for success when they step out of the walls of the educational world. It is my true hope that schools, parents and students recognize the importance of this subject and take the responsibility for better education on topic that affects us all throughout our lifetime.

ABOUT BRAUN MINCHER: A young and successful entrepreneur, Braun Mincher built several small businesses, followed his own financial advice and was able to “retire” several years ago at the age of 30 a self-made multi-millionaire. He now pursues his passion of better educating all consumers, *and not just the business or financial savvy*, on the topic of “Practical Financial Literacy.” He has undertaken a nationwide initiative to make such classes a high school and college graduation requirement in conjunction with the release of his new book, *The Secrets of Money: A Guide for Everyone on Practical Financial Literacy*, and is traveling across the country for various speaking engagements and media events. Please visit his website for complete information:

www.BraunMincher.com

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(Over, Please)

TERMS AND CONDITIONS:

Schools must not already offer a similar class in order to qualify. Students must be in 11th grade or above. Classes must be a full semester, solely dedicated to teaching Personal Finance, and begin within 12 months of accepting this challenge. Teachers must be approved by the publisher. We reserve the right to have the cost of this program underwritten by branded sponsors. Other terms and conditions may apply and advance written approval is required from the publisher to qualify. Waivers and exceptions may be available in certain cases. Please contact Braun Media, LLC for additional program details.

FREQUENTLY ASKED QUESTIONS (FAQ's):

Q. Currently, what 7 states already require high school students take a Personal Finance course to graduate?

A. Georgia, Idaho, Illinois, Louisiana, Missouri, South Dakota and Utah.

Q. How can I obtain a copy of the “Report Card” report from the National Council on Economic Education?

A. It is posted at the bottom of the “Press & Media” Page (.PDF Format) at www.BraunMincher.com.

Q. If the student completes an approved Personal Finance course in high school, would you ask them to repeat it again at the college level?

A. No. They could either show successful completion from their high school transcript or test out.

Q. Our school already has a dedicated Personal Finance course; can we still be involved and get your support?

A. Yes, in most situations, but these are reviewed on a case-by-case basis. We would like to help those schools go from being *good* to *great*.

Q. Does the Personal Finance course have to be a full semester; what if we use different terms such as trimesters or blocks?

A. It is required to be a *dedicated* course, meaning that it cannot be a “unit,” or combined with, something else such as a traditional “economics” or “accounting” class. Provided that the necessary information is completely covered, there is some flexibility in the length of the term.

Q. If we do not want the books “branded” from an underwriting sponsor, can we still participate?

A. In consideration for helping to offset the substantial costs of this program, we generally put a small logo of the sponsor on the cover as well as giving them a couple of pages in the book to write a brief letter to the readers. An example might be “ABC Bank feels that financially educated clients make the best long-term customers. Someday, when you are ready, please consider doing business with ABC Bank.” The reality is that students are subjected to hundreds of commercial impressions on a daily basis (soda machines, car emblems, computer logos, TV commercials, etc.). Schools wishing to have books without any “branding” will be able to purchase them at our normal quantity discounts, which is approximately 50% off the cover price.

Q. Why do you want to “approve” the teachers of the Personal Finance course?

A. We want to insure that the people educating the students are themselves knowledgeable on the subject matter. This can be demonstrated through relevant education (*not* just possession of a teaching credential), experience or by passing our own Financial Literacy Quiz, a copy of which is available at www.FinancialLiteracyQuiz.com.