

Community Service 2011 Company of the Week: Capital One Financial Corporation
Week of May 15, 2011

Capital One - Investing in the Financial Capabilities of our Communities

Capital One believes that financial literacy and money management skills are critical building blocks for economically secure communities. Since our company's founding, we've been investing in financial education programs that reach and affect audiences of all ages, whether that's helping children prepare for successful futures, or teaching teens and adults how to be economically self-reliant. We also constantly evaluate and expand our financial education programs, striving to increase our reach and efficiency in communities across the country.

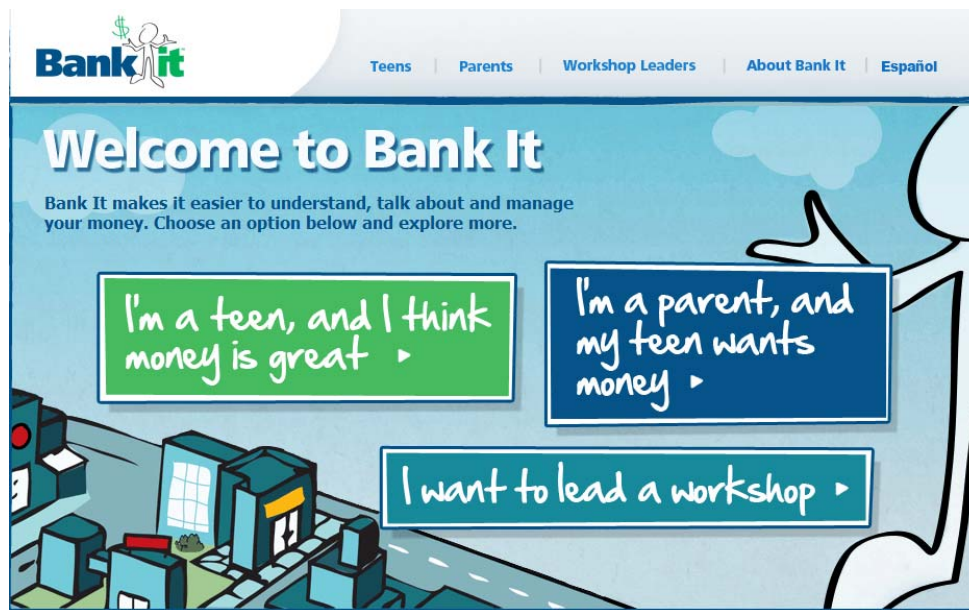
Recently, Capital One expanded its financial education reach through the launch of the Capital One Financial Scholars program, a 3D, interactive, online platform for high school and college students. The program is powered by EverFi's award-winning educational gaming platform, which leverages new media to bring important financial topics to life. Topics covered include student loan management, opening a bank account, credit scores, stocks and bonds, debt management, and many more. The program is going live in more than 70 colleges and 150 high schools, impacting more than 50,000 students.



Juniors and seniors from eight Prince George's County Public Schools in Maryland display their Capital One Financial Scholars certificates of completion during a recent congratulatory ceremony.

Additionally, Capital One is expanding the breadth and reach of Bank It, a financial education program run in partnership with Search Institute. Bank It delivers real-world financial topics and tools for teens and parents, making it easier for families to understand, talk about and manage money. Through an interactive Web site and local,

face-to-face workshops on 12 key financial topics, the program is now empowering both English and Spanish speaking families to explore budgets, goals and financial strategies. Bank It is also on track to start offering workshops and curriculum for elementary school children, and their parents, by the end of 2011.



Bank It delivers real-world financial topics and tools that make it easier to understand, talk about and manage money. The home page of the Web site provides links to digestible, free materials for teens, parents and those interested in leading a workshop.



Capital One employees teach a Bank It workshop for parents at a PTA Meeting at Boushall Middle School in Richmond, Virginia.

For more information on Capital One's financial education programs, please go to www.capitalone.com/financialeducation.

Congratulations Capital One Financial Corporation!