



THE FINANCIAL SERVICES ROUNDTABLE



Impacting Policy. Impacting People.

FOR IMMEDIATE RELEASE

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EXECUTIVES IN THE CLASSROOM Financial Services Executives get Back to Basics

Washington, D.C.—December 7, 2009—Executives from member companies of The Financial Services Roundtable are hitting the classroom as part of a nation-wide financial literacy initiative during the week of December 7. Spearheaded by Junior Achievement, the “Executives in the Classroom,” initiative is leading financial literacy sessions focused on fiscal responsibility and holiday spending.

Executives in the Classroom is part of the Roundtable’s broader Community Service 2009 initiative, a year-round commitment that focuses on strengthening communities.

“Financial literacy is crucial to the success of our economy,” said Steve Bartlett, President and CEO for the Financial Services Roundtable. “‘Executives in the Classroom’ reaffirms the industry’s commitment to financial literacy and responsible public service.”

“Financial literacy education has been a part of Junior Achievement’s curricula for quite some time,” said Jack E. Kosakowski, president of Junior Achievement USA. “Nationwide events such as ‘Executives in the Classroom’ provide a platform to increase awareness of the importance of financial literacy for all Americans. The recent economic downturn has clearly demonstrated the need for smart money management, and it is particularly important now during the holiday season when many might be tempted to overspend.”

Community Service 2009 demonstrates how the financial services industry works 365 days a year to give back to the communities in which they work. The Roundtable's Community Service 2009 initiative is in its eighth year and has grown exponentially since its beginning in 2002. Community Service 2009 unites member companies' efforts to improve the communities in which they work, and strengthens partnerships with non-

profit partners and public policymakers. The focus of Community Service 2009 is financial literacy, with increased visibility of financial literacy programs in communities.

For more information on Community Service 2009, please visit www.financialcommunityservice.org

The Financial Services Roundtable represents 100 of the largest integrated financial services companies providing banking, insurance, and investment products and services to the American consumer. Member companies participate through the Chief Executive Officer and other senior executives nominated by the CEO.

Roundtable member companies provide fuel for America's economic engine, accounting directly for \$84.7 trillion in managed assets, \$948 billion in revenue, and 2.3 million jobs.

About Junior Achievement® (JA Worldwide)

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 129 individual area operations reach more than four million students in the United States, with an additional 5.7 million students served by operations in 121 other countries worldwide. For more information, visit www.ja.org.

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