

For Immediate Release

The Money Mammals Saving Money Is Fun Kids Club Launches With Rogue Federal CU

ROGUE Federal Credit Union is the first credit union to partner with “The Money Mammals Saving Money Is Fun Kids Club,” a NEW customizable, soup-to-nuts club that provides the most dynamic and interactive web experience available amongst credit union kids clubs in order to attract and retain the all-important youth members and provide them with the gift of fun and future financial security.

Los Angeles, Calif. (February 8, 2008) – Snigglezoo Entertainment is pleased to announce “The Money Mammals Saving Money Is Fun Kids Club,” which officially launches this month with its initial partner, ROGUE Federal Credit Union in Medford, Oregon. Rogue Federal will host an official launch party featuring The Money Mammals on Friday, February 8, 2008, with a live kick-off event at Kids Unlimited, located in Medford, Oregon.

This exciting and important new premium youth marketing program is available for license to credit unions nationwide and designed to help attract and engage children ages zero to 11. The overall goal of “The Money Mammals Saving Money Is Fun! Kids Club” is to help credit unions build member loyalty, retaining and attracting youth members while teaching them to share, save, and spend smart.

Snigglezoo’s approach to the “Saving Money Is Fun! Kids Club” is totally new and unique and lends any credit union a fresh, customizable program that focuses on the relevant financial literacy issues of today and the future. It completely flips the model of the current kid club programs that have been around awhile and are starting to show signs of aging.

So what makes “The Money Mammals Saving Money Is Fun Kids Club” the best program to teach kids about financial literacy?

- It’s Fun *and* Financial – The club includes a FUN website that actually helps parents teach kids and kids teach themselves about money. It’s filled with information and activities that help promote financial literacy. Visit the customized ROGUE Federal Credit Union Kids Club site at: <http://roguefcu.clubmoneymammals.com>.
- It’s On Message – The companion club products are truly focused on financial literacy. The program avoids off-message toys or premiums that don’t further the concept of saving, sharing, and spending smart. The club goes even further by promoting the notion of “reduce, reuse, recycle” via a green partnership with carbonfund.org. Club members are able to donate, or “share,” money from their credit union accounts to this important Green initiative, which is right in line with the National Credit Union’s “Got Green?” campaign that will launch this spring.
- It Entertains - The Money Mammals is the only multimedia brand developed to entertain and educate kids about money. The characters were developed by entertainers and educators to engage children.

ABOUT THE MONEY MAMMALS

Developed by an award-winning producer and educational consultant team, "The Money Mammals: Saving Money is Fun!" DVD has received the KIDS FIRST Endorsement, a Family Choice Award, and has earned the Film Advisory Board's Award of Excellence. The DVD is available for sale in retail locations nationwide as well as online at www.amazon.com and www.themoneymammals.com. The DVD may also be rented through Netflix and will soon be available via VOD distribution. "The Money Mammals Saving Money Is Fun! Kids Club" now takes the concept of saving to the next level by teaming up with credit unions across the United States, providing an effective vehicle for kids to learn how to save for their future. For more information, visit the website: www.themoneymammals.com.

CONTACT

Emily Smith, Snigglezoo Entertainment, 626/379-7226, emily@snigglezoo.com

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