



For Immediate Release

The Money Mammals' Saving Money Is Fun! Kids Club Partners with United Teletech Financial

United Teletech Financial in New Jersey joins the Money Mammals to educate tomorrow's consumers and investors about financial literacy.

Los Angeles, Calif. (October 17, 2008) – Snigglezoo Entertainment is pleased to announce its latest Money Mammals Saving Money Is Fun! Kids Club partnership with New Jersey's United Teletech Financial. UTF joins a half dozen other partners, such as Oregon's Rogue Federal and Virginia's 1st Advantage.

As John Lanza, the Kids Club program's creator, states, "There's never been a more important time to teach our kids about the value of money. Kids need to know how to share, save and spend smart. This is our opportunity to help raise a generation of kids who are properly educated with regard to financial literacy. We want Americans to save 10% of their disposable income again. Establishing good money habits young is imperative."

The Saving Money Is Fun! Kids Club program – designed to help attract and retain children ages zero to 11 – is available for license to credit unions nationwide. The club's overall goal is to help credit unions build member loyalty early; retaining and attracting youth members while teaching them to share, save and spend smart.

As Thomas Valenti, United Teletech Financial's Manager of Direct Marketing, states, "There are a few off-the-shelf kids programs that are in line with our credit union values, but none that seemed truly unique. We chose to partner with the Money Mammals because they had a great message that is delivered in an interesting way. And who doesn't love those songs?"

Snigglezoo's unique approach to the Saving Money Is Fun! Kids Club lends any credit union a fresh, customizable program that focuses on the relevant financial literacy issues of today and the future. And, the club works. Rogue Federal Credit Union's Kerrie Davis put it this way, "Besides the excitement over the club in our community, this club has helped propel our youth memberships and deposits." By switching to the Money Mammals' Saving Money Is Fun! Kids Club, Rogue increased their youth membership by 20% in just one quarter.

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 and its products are designed to 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 help reduce their family's carbon footprint. The program can even be customized to allow kids to give back to their local schools.

- It Entertains – The Money Mammals is the only multimedia brand developed by entertainers and educators to engage and educate kids about money.

About Snigglezoo Entertainment

L.A.-based Snigglezoo Entertainment is the producer of engaging and enriching children's entertainment. The company was founded upon the belief that kids can and must learn about financial literacy as early as possible. Snigglezoo Entertainment's "The Money Mammals: Saving Money Is Fun" DVD teaches children the value of money, helping kids learn to "Share & Save & Spend Smart Too!" Snigglezoo is also affiliated with the National Jump\$tart Coalition for Personal Financial Literacy. In tandem with the educational DVD, Snigglezoo has created a tour of live shows, titled "Meet The Money Mammals." For more information, visit the website: www.themoneymammals.com.

About "The Money Mammals: Saving Money Is Fun" DVD

Developed by an award-winning producer and educational consultant team, "The Money Mammals" are the first characters created specifically to teach kids about financial literacy. The "Saving Money Is Fun" DVD's humor and upbeat songs are both parent- and kid-friendly and illustrate the importance of saving money. Special features include "Just for Parents," a section offering parents tips on how to teach their children about the value of money, and "Sing with Us," a compilation of the featured songs. The 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 sold online at www.themoneymammals.com and is also available on Amazon.com and Netflix. "The Money Mammals" video content is also now available via a partnership with Studio 4 Kids video-on-demand programming via digital cable, satellite, IPTV and broadband in Studio4Kids.tv.

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