

Colorado/Wyoming Credit Unions & FoolProof Launch National Financial Education And Literacy Program

How Credit Unions Can Deliver Financial Education and Literacy to 90 Million Americans

ARVADA, CO. (April 7, 2008) – Colorado and Wyoming credit unions have formed a national financial education and literacy partnership with FoolProof Financial Education Systems, Inc. to deliver high-quality affordable financial education and literacy programs to every credit union in the United States. Credit Union Strategic Partners (CUSP), a wholly owned credit union service corporation of the Credit Union Association of Colorado, will serve as the national distributor for FoolProof.

Based on the credit union principles of member focus and financial education, FoolProof is a completely web-driven and turnkey financial education tool. It provides tiered pricing with standard and custom options to fit a credit union's asset size. FoolProof makes credit union-based financial and consumer information available and affordable to any credit union.

"Our goal is to make all credit union members and consumers 100% financially 'FoolProof'," said John Dill, President of CUSP. "With so many Americans ensnared in the subprime market, there has never been a more important time for credit unions to strengthen their financial literacy platform. This is a historic opportunity and exciting tool for credit unions to help their 89.9 million members in the United States become better financial consumers."

FoolProof is designed to teach people of all ages about money, financial responsibility and the realities of the free enterprise system. The program has two elements: highly interactive "modules" designed for young people which contain videos, articles, audio, games, animations, and music, and year-round adult and youth consumer websites featuring videos and podcasts. FoolProof modules cover virtually all national and state guidelines for core financial education. The FoolProof websites feature breaking news and monthly feature segments.

"FoolProof's Board of Directors is excited about our relationship with Credit Union Strategic Partners," said board member Susan Eisenhower, Director of the Carnegie Endowment for International Peace, and granddaughter of Dwight D. Eisenhower. "We believe they are the perfect partner to help us spread the word about FoolProof's financial literacy programs."

FoolProof's pacesetter program has been tested by thousands of students and adults during the past four years. The FoolProof modules themselves have been accredited by the Texas Education Agency for use in all Texas schools.

“Financial literacy and education is core to credit unions’ charters and missions,” said Karen Morgan, Senior Vice President of CUSP. “FoolProof can be a critical tool in helping our movement further differentiate itself and provide an unmatched value proposition for credit unions to new members.”

Credit unions can take advantage of five distinctive FoolProof services. FoolProof CUHQ and FoolProof Information Edge web sites are available for credit union use thirty days after a credit union enrolls in FoolProof. The FoolProof modular programs are available to a credit union August 1.

FoolProof’s CUHQ, a year-round, interactive website for young people.

FoolProof for High Schools, turnkey financial literacy instruction for use in high school classrooms. Students start the day at your credit union’s website.

FoolProof for Parents and Grandparents, a program which involves parents and grandparents in their children’s financial education.

FoolProof Solo, targeting college-age students, provides your credit union strong contact with college and university students, student groups, and other college-aged constituencies.

FoolProof Information Edge, a constantly updated year-round consumer education website for adults.

"Our goal in this partnership is to make real financial education and real consumer education available to every young person and every adult in America," added FoolProof's board chairman, consumer advocate Remar Sutton. "Who wouldn't be excited by that?" Sutton's articles on consumer issues have appeared in thousands of credit union publications.

FoolProof's board is distinguished and contributed to FoolProof's pioneering programs. Board members include Will deHoo, President/CEO of FoolProof. DeHoo is the 28 year-old entrepreneur who developed the FoolProof modules. Other members include Emmy Award-winning explorer and National Geographic writer Dan Buettner. The Washington Post called Buettner's "Quest" series of web-driven educational expeditions for students "The most successful experiment in interactive education to date." Buettner's Quest expeditions were followed by 12 million students in 80,000 classrooms.

Board member Roberta Baskin serves as Chair of the Robert F. Kennedy Memorial Journalism Committee and in her distinguished journalism career has served as the Executive Director of the Center for Public Integrity. Ms. Baskin was Senior Investigative Producer for ABC News 20/20, and Chief Investigative Correspondent for the CBS News magazine 48 Hours.

FoolProof board member Malcolm Kirschenbaum also serves as Director and Chairman of the Finance and Investment Committee of Washington D.C.'s billion-dollar Freedom Forum and serves as a Director of the Newseum. He is also a director of the Diversity Institute.

“We believe FoolProof works because it respects the integrity of the user, whatever the user’s age,” said CEO, Will deHoo. “We believe it is powerful, because it is driven by a consumer-oriented, credit union point of view, not a big-business point of view. Finally, we believe FoolProof is unique because it is devoid of commercialism. FoolProof is about real consumer information, not infomercial and hype.”

Some of the credit unions that are especially passionate about the FoolProof initiative and are currently using the program include: Elevations Credit Union (Boulder, Colorado); Corning Federal Credit Union (Corning, New York); DCU Federal Credit Union (Marlborough, Massachusetts); St. Vrain Valley Credit Union (Longmont, Colorado); University Federal Credit Union (Austin, Texas); and Virginia Beach Schools Federal Credit Union (Virginia Beach, Virginia). Dill and Morgan further add: “We’re very excited about this partnership and look forward to collaborating with other credit union organizations to bring this powerful tool to the marketplace.” To learn more about this robust new program, watch the introductory video at www.colocu.com/foolproof .

About FoolProof

FoolProof is a suite of five turnkey programs designed to provide credit unions extraordinary financial education tools for all ages and constituencies. The services provided through this program are available only through credit unions or other not-for-profit entities.

About Credit Union Strategic Partners

Credit Union Strategic Partners (CUSP), a wholly owned credit union service corporation of the Credit Union Association of Colorado, provides credit unions with the tools they need for success. CUSP helps credit unions reduce overhead and increase revenue through aggregated purchasing power and with products and services ranging from HR consulting and marketing and communications programs to mortgage and lending solutions.

April 7, 2008

For More Information Contact:

Karen Morgan, (720) 479-3207 or Whitney Cortner, (720) 479-3311