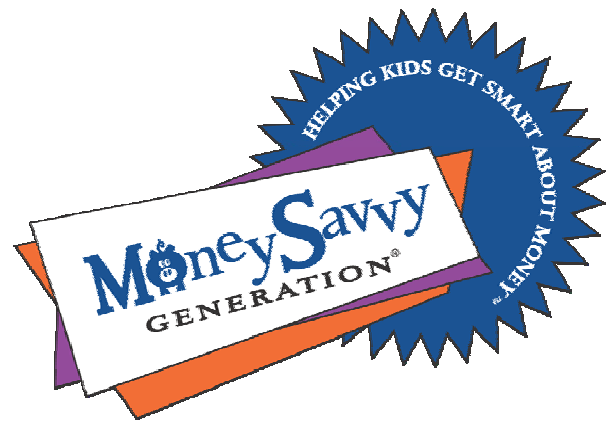




**Susan P. Beacham**  
Co-Founder and CEO

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Susan Beacham founded Money Savvy Generation with her husband, Michael, in 1999 after almost two decades in private banking and investment management complemented by considerable time teaching at the elementary level.

The company develops innovative products that help parents and educators teach basic personal finance skills to school-aged children. Susan's mission is to empower children and young adults to take control over their financial lives and financial futures in a world of increasing financial complexity.

A sought-after speaker for financial institutions, state regulatory agencies, trade associations, leadership conferences and schools, she is the creator of the Money Savvy Pig® piggy bank—the centerpiece of the Money Savvy Kids™ Basic Personal Finance Curriculum. This pioneering system uses age-appropriate instructional materials to teach kids about the value of money. Currently, this program is taught in school districts in 27 states plus the District of Columbia. In order to address the 'tween and teenage years, Susan and Michael developed the award-winning basic personal finance organizer known as the Cash Cache® which has its own age-specific curriculum—Money Savvy U™.

Among the company's media credentials, Susan's syndicated column, "The ABC's Of Money," appears in 25 award-winning, parenting publications across the US. She also writes the monthly "Healthy Finances" column for *Chicago Parent* magazine and her articles appear in the educational publication *Kidsville News*. Additionally, Money Savvy Generation financial literacy solutions have been featured on *The Oprah Winfrey Show*, the *Today Show*, *Right On The Money!* (a nationally syndicated PBS production), *The Jane Pauley Show*, and most recently, *Rachel Ray*. David Bach, best selling author of *The Automatic Millionaire*, has endorsed the company's products. Susan's commentary has appeared in such nationally respected publications as the *Wall Street Journal*, *MONEY*, *Time*, and *Newsweek*.

The Money Savvy Pig® was named one of the best products of 2002 in *Business Week* and *USA Today*. Parents' Choice Foundation awarded the Money Savvy Pig® its Gold Medal for Fall 2002, calling it the "educational toy of the year." The Cash Cache was awarded a silver medal by Parents' Choice Foundation in Summer, 2004. Money Farm, a video series project co-produced by Money Savvy Generation with WTTW-TV (Chicago), was twice nominated for an Emmy.