

**June 1, 2004**

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## **For Immediate Release**

### **Independent Means Inc. Announces Launch of MoneyGuy\$™**

Santa Barbara based Independent Means Inc. (IMI), known for its innovative programming for youth since 1992, has launched a new brand to reach the pre-teen and teen market for young men. The MoneyGuy\$ brand will be the male equivalent to the highly successful DollarDiva™ brand which quickly evolved into the benchmark for all other financial education experiences for young women.

“The addition of MONEYGUY\$ to our list of financial education experiences allows IMI to effectively serve the entire family market,” explains Curt Direnzi, Vice President of Business Development of IMI and creator of MoneyGuy\$. “IMI prides itself on delivering highly experiential and practical financial literacy experiences for the entire family. In addition to the DollarDiva™ brand and the ‘Raising Financially Fit Kids’ services for parents and grandparents, MoneyGuy\$ is the programming content which gives IMI the ability to become the undisputed leader in family centered financial education in the United States.”

MONEYGUY\$ aims to empower young men (ages 11-18) from all socio-economic backgrounds with the tools and confidence to develop basic business instinct and intellect. Young men are hungry for a fun and meaningful way of acquiring financial savvy. MoneyGuy\$ will deliver its material in a practical, relevant, and interactive format. Topics include Tapping the Entrepreneurial Mind, The Mystery of the Stock Market, Business Etiquette, Basic Business Strategy, Ethics, and Marketing Your Company and Yourself.

“The Independent Means’ approach reaches kids through their passions and interests, framing financial literacy as a tool rather than an end in itself,” Direnzi explains. “Having an opportunity to explore financial skills and habits while learning how to start a business, launch a non-profit venture, create a diversified portfolio, or become a young philanthropist is what makes the IMI programs so appealing to young people.”

MoneyGuy\$ workshops have been piloted in Santa Barbara, CA and are now ready for nationwide roll-out. Over the course of the next 2-4 years, MoneyGuy\$ will extend its brand to summer camps, newsletters, father/son retreats and more.

“Independent Means Inc built its reputation on the delivery of innovative financial programs and products for girls,” says Joline Godfrey, CEO of Independent Means and author of the newly released book, Raising Financially Fit Kids. “MoneyGuy\$ is a natural extension of our expertise in the delivery of family centered financial education.”

Independent Means Inc was founded in 1992 and has since served over 100,000 kids and 10,000 parents. Long known for such cutting edge programs as Camp \$tart-Up®, Summer\$tock™, and for products which include Hot Company® and No More Frogs to Kiss: 99 Ways to Give Economic Power to Girls, the company has consistently been on the cutting edge of the financial education for youth movement. The company has been featured in the *Wall Street Journal*, *The New York Times*, *LA Times*, *Business Week*, and *Fortune*. IMI’s diverse client base includes The Harvard Business School, Centaurus Financial, First Republic Bank, and Sony Metreon.