

FOR IMMEDIATE RELEASE
contact: info@kidnexions.com



Parents and Kids Give a Thumbs-Up to Saving Money

KidsSave™ Receives Three Awards From Top Parenting Product Evaluation Companies

Rocklin, CA (November 15, 2007): Believing you're good is one thing; having others confirm it is another. So when Kidnexions received not one, but three awards this month for their kids' savings and money management software program called KidsSave™, they were thrilled. "We have worked very hard to make a product that is both educational and useful and it's nice to be recognized by such high profile organizations in the industry," says John Hodgens, co-founder of Kidnexions.



Kidnexions, founded on the idea that kids learn best when involved in meaningful activities that connect to kids' everyday lives, tapped into an almost universal intrigue for kids...money. Using this natural interest as a starting point, Kidnexions set out to help kids really learn about money...how to save it, how to spend it, and how to manage it wisely. What they ended up with was a powerful program that "goes light years beyond what the other current solutions can provide."¹

KidsSave™, at its simplest, is a money management system for kids. But there are many "money management systems" for kids, most notably the piggy bank or simple allowance management programs. What makes KidsSave™ stand out from the rest is the ability for kids to receive savings Rewards, explore their future account value, make and monitor personal financial goals, view their account history graphically, and see a visual representation of the power of compound interest. These turn KidsSave™ into a powerful *learning tool*.

And kids aren't the only ones learning. The Editors Choice and Seal of Approval awards by The Toy Man™ states, "What we discovered was that the parents participating in the evaluation were actually learning as well! While walking their kids through the program, they too were learning things they never realized about saving, spending, etc." That's a pretty powerful statement about a program designed to help *kids* learn about money.

And learning about money means learning how to set and maintain personal financial goals. In their Seal of Approval award The National Parenting Center wrote, "The goal setting function really impressed parents."² This is the section of KidsSave™ where kids (and parents!) are walked through the thinking involved in setting up a reasonable and attainable personal financial goal. When kids have created their goal they monitor their progress on the cleverly created goal progress screen. Having their kids be responsible for purchasing their "have-to-haves" eliminates the "I want that" syndrome. And setting up short- and long-term financial goals is a great way to reinforce living within your means as well as delayed gratification. No wonder parents found this section a favorite.

But sometimes *instant* gratification can be a good thing, like when kids experiment around with different variables such as interest, matching funds, deposits, and allowance in the *What If?* section of the program. Here kids are instantly shown in graph form what can happen to their money over time if they save it. They get to see the line in the graph increase rapidly as time goes on which motivates them to save even more. It's also a great way to introduce kids to the power of compound



interest...their account's value growing on itself.

As kids make deposits or withdrawals to their KidsSave™ Account, they, again, have an immediate visual representation of their action. When they make deposits the graph goes up. When they make withdrawals, the graph goes down. It is cause and effect at its best because a picture can be worth a thousand...dollars! And a thousand dollars, well that's enough to get any parent and child excited about saving their money and that's worth three very prestigious awards.



About Kidnexions

Kidnexions was founded on the idea that kids learn best when engaged in interesting and relevant activities that are connected to their everyday lives. Their goal is to build on kids' interests by providing opportunities for them to develop real-world skills through fun, motivating, and meaningful activities. Visit them at <http://www.kidnexions.com>.

Pricing and Availability: KidsSave™ is easily downloaded from its website for a 35-day free trial and for purchase for \$29.95. System requirements: Windows XP SP1 or higher, Windows Vista.

Product page link: <http://www.kidnexions.com/product.htm>

Download link: <http://www.kidnexions.com/download.htm>

Email: info@kidnexions.com

¹The Toy Man™ review. Read the entire review at:

http://www.thetoymanonline.com/juvenile_product_reviews.html

²The National Parenting Center review. Read the entire review at:

<http://www.tnpc.com/search/tnpcarticle2.asp?rec=5636>

#