

Media Release



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FOR IMMEDIATE RELEASE:

To the Editor:

April 24th is National Teach Your Child to Save Day!

April 13, 2007: BauerFinancial, Inc., the nation's premier bank rating and research firm, would like to remind parents that April 24, 2007 is National Teach Your Child to Save Day.

This event, sponsored by the American Bankers Association, reportedly mobilized over 5,000 bankers last year. The bankers went to classrooms across the country to help educate the nation's youth. And this year promises to deliver even more. But parents should do their part as well.

Does your child have a savings account yet? If not, what are you waiting for? Take your child to your bank or credit union and show him or her around. Open a savings account and explain how the interest earned will make their money grow. Don't forget to review the account statements with the child when they arrive.

This simple act today will help produce more responsible consumers tomorrow.



For the financial strength of your bank or credit union, call 1.800.388.6686 or visit www.bauerfinancial.com for free star-ratings.

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Members of the press may request a free spreadsheet of all the bank and/or credit union star ratings in their state, along with financial highlights, by calling Karen Dorway at 1.800.388.6686 or emailing her at kdorway@bauerfinancial.com.

Suggestions for Teaching Your Child to Save

? Bring your child to the bank to see how things work; You can even ask the manager to see the vault.

? By opening a savings account for your child, he or she will learn how compounding of interest adds up.

? If you are able to match funds, whether partially or dollar for dollar, it will help make your child's goals more attainable while still giving them the sense of accomplishment.

? Don't just take your child shopping with you, but discuss how much things cost.

? Teach your child how to budget his or her allowance. The American Bankers Association suggests teaching your child to put some money away for the long-term. They suggest: "Keep long-term savings in an investment fund; short-term savings in a bank; and spending money in a jar, piggy bank or wallet. You may also encourage children to save part of their spending money for charity."

For more information simply phone 1.800.388.6686, fax 1.800.230.9569 or email customerservice@bauerfinancial.com.

For more information on bank star-ratings or the highest CD rates in the country, visit our website at www.bauerfinancial.com.

How do we know we can trust **BAUER's** ratings?

- A) The **FDIC** refers thousands of people to **BAUERFINANCIAL** each year because we are completely independent and unbiased.
- B) No bank pays for its rating, nor can any bank elude it.
- C) We have over 20 years of experience in this business!

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Star Rating Key:

5-Star = Superior

4-Star = Excellent

3½-Star = Good

3-Star = Adequate

2-Star = Problematic

1-Star = Troubled

Zero-Star = Our lowest rating

S.U. = Start up. Too new to rate



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