

ALABAMA SECURITIES COMMISSION
Post Office Box 304700
Montgomery, Alabama 36130-4700
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Email: asc@asc.alabama.gov Website: www.asc.alabama.gov

**Securities Commission announces
Grant Funded Financial Education Programs for Alabama Employees**

MONTGOMERY, ALABAMA (Mar. 28, 2013) The Investor Education in Your Workplace® program is an award-winning online financial and investment education program for employers to help educate their employees about long-term savings and investment options such as 401(k), 403(b) or related retirement plans. Due to the success of this program the ASC has requested and was awarded a grant to make the IEiYW® program (valued at \$100 per student) available on a first come first serve basis to 500 employees of businesses, corporations and other entities throughout Alabama.

The IEiYW® program is a proven and effective online investment and financial education program that your employees can complete over a 10-week period. The program has been run with nearly 400 companies and 15,000+ employees with excellent results. The Alabama IEiYW® program begins in May 2013 and ends in August 2013. The topics covered in the 10-hour online program are comprehensive — from the basics of saving and investing to taxes and retirement planning.

The IEiYW® program is available at no charge due to a generous grant from the nonprofit Investor Protection Trust (www.investorprotection.org). The grant will fund free training for up to 500 employees who work/reside in the state of Alabama. Requests will be honored on a first come first serve basis, however businesses, corporations and other entities may be limited to 50 employees each.

**SIGN UP FOR A WEBINAR TODAY TO LEARN MORE ABOUT THIS
GREAT OPPORTUNITY FOR YOUR EMPLOYEES**

You can register for an informational webinar online at
<http://www.ieiyw.com/webinars/> .

Dates are:

Wednesday, April 3, 2013, 2:00 PM - 3:00 PM CDT

Thursday, April 11, 2013, 2:00 PM - 3:00 PM CDT

Wednesday, April 17, 2013, 2:00 PM - 3:00 PM CDT

If you have additional questions not covered in the webinar, please email Dan Lord at dan.lord@asc.alabama.gov or phone 334-353-4858. ASC looks forward to working with you on this important program.

ADDITIONAL DETAILS *(Continued on next page)*

WHAT IS THE INVESTOR EDUCATION IN YOUR WORKPLACE® PROGRAM?

Investor Education in Your Workplace® is a proven 10-hour online investment and financial education training program that your employees and volunteers can complete at their own pace over 10 weeks.

INVESTOR EDUCATION TOPICS

The 10 hours of online coursework include the following topics:

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|--------------------------|-----------------------------|
| 1. Saving and Investing | 6. Retirement Planning |
| 2. Personal Finance | 7. Mutual Funds |
| 3. Investing Basics | 8. Financial Advisors |
| 4. Investment Strategies | 9. Retirement Plan Options |
| 5. Investment Risks | 10. Putting It All Together |

PROGRAM FEATURES

- Highly regarded technology, content, and turn-key process that delivers proven results. EiYW® won the Governor's Award for Financial Literacy in Wisconsin in 2010, 2011, and 2012.
- Professional project management and national evaluation expertise.
- Pre-packaged marketing materials and communications to streamline operations.
- The Spring 2013 program begins in May 2013 and ends in August 2013.

TYPICAL RESULTS

Based on the results produced in prior sessions, this IEiYW® program is expected to show measurable improvements in knowledge, attitudes, and behavior, including:

- 20% to 40% improvement in participant knowledge as measured through pre- and post-testing.
- Up to 50% improvement in participant attitudes and behaviors on key metrics such as improving financial confidence; understanding risk tolerance; constructing a financial plan; and starting or increasing contributions to a 401(K), IRA, or equivalent plan.

BENEFITS OF THE IEiYW® PROGRAM TO YOUR EMPLOYEES

- Improved confidence in managing their personal finances and serving your members
- Increased knowledge to make informed financial decisions
- Enhanced understanding of the benefits of saving and investing for themselves and your members
- Increased understanding of how members benefit from your credit union's saving and investing products

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