



LEARNVEST LAUNCHES AWARD-WINNING PERSONAL FINANCE WEBSITE FOR WOMEN

TechCrunch 50 Finalist Makes Personal Finance Fun and Accessible

NEW YORK—(November 17th, 2009)—LearnVest, the easiest way to understand your finances, is pleased to announce the launch of its award-winning personal finance website at www.learnvest.com. First previewed as a TechCrunch50 company in September 2009, LearnVest is the trusted liaison between women, ages 18-40, and the world of personal finance.

LearnVest provides interactive, educational content that walks women step-by-step through key financial decisions. From buying a home, to saving for grad school, to becoming a better ‘budgeter,’ LearnVest helps users achieve maximum financial health through its dynamic LearnVest Checklists, fun daily newsletters, and straightforward, easy-to-read content. LearnVest helps each user achieve her own tailored financial goals. LearnVest already enjoys a growing community of members and supporters, with thousands of beta-users enrolled since September.

LearnVest is the easiest way to understand your finances

- LearnVest enables you to gain insight into your personal finances via an easy-to-navigate web platform. LearnVest begins by asking you a series of questions to better comprehend your current financial needs. For example, are you starting a new job? Recently engaged? Planning to move soon?
- LearnVest then customizes an Action Plan specific to your individual goals, offering you a personalized experience. The LearnVest Action Plan includes articles, checklists, and financial tools—allowing you to educate yourself, become fiscally organized, and act in your best financial interest.
- LearnVest’s Checklists currently cover over 50 financial topics. They hold your hand through financial life events, breaking down daunting financial challenges into simple and actionable steps. Whether you are buying your first stock, budgeting for a wedding, or need to get out of debt, LearnVest Checklists will get you there.
- LearnVest keeps you current via the LearnVest Daily. The LearnVest Daily is LearnVest’s bite-sized newsletter full of easy-to-digest actionable tips around your personal finances, made to be read in under two minutes.
- The [LearnVest Blog](#) provides practical articles and rounds up the best financial news from around the Internet. Plus, it also features financial confessions and community wisdom from LearnVest users.
- LearnVest is safe and secure and provides bank level data security and privacy protection. LearnVest never knows a user’s personal identity.

Background information

LearnVest was founded by current CEO, Alexa von Tobel, who took a leave of absence from Harvard Business School to launch LearnVest and pursue her dream of making personal finance education accessible and interesting to everyone.

The concept of LearnVest came to von Tobel around the time she was graduating from Harvard College. She recognized that she would soon be starting a job on Wall Street without the faintest idea about her 401(k) or the significance of her credit score. In fact, she could not recall having ever learned about a single aspect of her own finances at any stage in her education. “Personal finance education is not taught in the majority of high schools, colleges, or graduate schools across the United States. As students, many of us carefully study such areas as macro- and microeconomics, yet we are left to ‘figure out’ the topic that is arguably the most critical to our financial well-being—and certainly, most relevant to our everyday lives,” says von Tobel.

Awards and Recognition

In addition to its prestigious selection as a TechCrunch 50 company, LearnVest is the recipient of the 2008-2009 Astia award. The start-up company’s preview at TechCrunch50 has been recognized by the Wall Street Journal, The Los Angeles Times, CNet, and Harvard Business School. von Tobel notes, “We understand that navigating your personal finances is daunting—regardless of your education level. So we want to make the experience more fun and manageable by providing simple steps to work your way toward financial sophistication.”

“TechCrunch and Astia have provided us with a valuable introduction to investors and to the tech community. We are now thrilled to welcome users to our site. We look forward to feedback that can help us improve as we enter our next round of product creation.”

LearnVest launch sponsored by The Limited

LearnVest is proud to name The Limited as a launch sponsor, as it is a company that strongly believes in the LearnVest mission.

The Limited. The apparel fashion retailer offering design driven, high quality suiting, dresses, sweaters, denim and accessories to satisfy women’s lifestyle demands from workday to weekend. With over 220 specialty retail locations and online access at thelimited.com, the company is based in Columbus, Ohio and is an affiliated portfolio company of Sun Capital Partners, Inc.

About LearnVest

LearnVest is an interactive, personal finance tool that fills the gap between impersonal and overwhelming books and expensive financial advisers. LearnVest walks users through personal financial issues step-by-step via dynamic LearnVest Checklists to tackle financial life events. Users can track their progress through their customized profiles and reference a complete set of Financial Basics. LearnVest has key partnerships with Bankrate and CreditKarma, among others.

To date the company has raised \$1.1 million in seed funding from venture and angel investors. LearnVest’s investors include Richmond Management, Circle Financial Group, and Rose Tech Ventures. In addition, the Board of Advisors includes several prominent professionals with

executive-level experience at Goldman Sachs, Intuit, Apple, Morgan Stanley, Random House, Daily Candy, and other globally-recognized organizations.

For more information about LearnVest, please visit www.LearnVest.com.