



LEARNVEST.COM LAUNCHES FINANCIAL BOOTCAMP PROGRAMS TO PROVIDE WOMEN WITH THE TOOLS TO GET FISCALLY FIT

NEW YORK--(July 27th, 2010)--LearnVest, (www.LearnVest.com) an award-winning personal finance website for women, today announced the launch of three new comprehensive online programs: *Financial Basics Bootcamp*, *Cut Your Costs Bootcamp*, and *Investing Bootcamp*. Each bootcamp program will be accessible on-demand and packed with crucial information and important daily tasks to help users get organized and accomplish their financial goals.

“We make approximately 6-10 financial decisions a day, yet there's no formal education when it comes to our money,” said Alexa von Tobel, CEO and founder of LearnVest. “We are so excited to launch these fun and hip programs to provide women with trusted tools, guidance and expertise that enable them to take better control of their finances.”

Financial Basics Bootcamp was first launched in January 2010 as a structured, three-week program with a fixed start-date. *Financial Basics Bootcamp* promises to whip users into top financial shape through a number of easy action steps that take just minutes a day. After a tremendous response from users, the program ran again in mid-February. LearnVest will now offer the *Financial Basics Bootcamp* on-demand, allowing users to sign up at any point in time and take control of their finances right away.

LearnVest will also debut *Investing Bootcamp*, a brand new rigorous three-week e-mail program, available on-demand, designed to teach women how to make smart investing decisions and properly allocate their portfolios. Whether users are interested in allocating their IRA or understanding the best funds for a savings goal ten years away, *Investing Bootcamp* provides structured steps to help users navigate through the complicated web of investing. The *Investing Bootcamp* is premium content written and vetted by trusted investment professionals and will be available for \$7.99—less than a dollar a day, cheaper than a book, and it all saves to your LearnVest profile!

“Why focus on investing? The statistics speak for themselves,” said Alexa von Tobel. “Two-thirds of single women in the United States do not have an IRA, and 38% of 30-55 year old women are worried they will live at or near the poverty level because they cannot adequately save for retirement. These statistics need to change, and we *will* change them.”

In addition, LearnVest will launch a free *Cut Your Costs Bootcamp*, a free daily e-mail program, available on-demand, that walks users through the best ways to trim their home budget and rethink unnecessary expenditures room by room. LearnVest experts will show users that living beneath their means doesn't mean they need to cut out all the creature comforts of home, but it does mean spending less than they make. Bootcamp topics range

from ways to save on energy bills to exactly how to negotiate a lower cable bill. LearnVest is challenging all those who go through bootcamp to cut more than \$500 a year and invest that money instead.

About LearnVest

LearnVest is the leading personal finance website for women. Since its debut as a TechCrunch50 Company in September 2009, LearnVest has helped over half a million women gain control of their finances. Through LearnVest.com, LearnVest provides trusted content, tools, and community to help women tackle their finances at each stage of life. These tools include Financial Checklists, a customized Action Plan, a Budgeting Tool, Financial Bootcamps, and carefully vetted recommendations to help users find the financial accounts they need. LearnVest educates subscribers via the “LearnVest Daily,” a bite-size email guide of hip lifestyle tips for living on a budget. LearnVest’s Board of Advisors includes Lee Barba (Former CEO, Investools/thinkorswim), Ann Kaplan (Former Partner, Goldman Sachs), Catherine Levene (Former CEO, DailyCandy), and Betsy Morgan (Former CEO, The Huffington Post). For more information about LearnVest, please visit www.learnvest.com.

###

Contact Information:

Sunshine, Sachs & Associates

Jessica Berger/JuliaWeiskopf

212.691.2900

berger@sunshinesachs.com; weiskopf@sunshinesachs.com