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TURNING SMART GIRLS GOLDEN



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Excellence in Financial Education

FOR IMMEDIATE RELEASE

Golden Girl Finance and The Knowledge Bureau announce educational partnership to get women in the financial game

Winnipeg, November 11, 2011 - Golden Girl Finance Inc. (www.goldengirlfinance.ca), Canada's most innovative and modern source for financial literacy - with a feminine spin - is pleased to announce its partnership with another innovative, female-founded company, and one of the leaders in the financial services education industry, The Knowledge Bureau (www.knowledgebureau.com).

Through this partnership, Golden Girl Finance aims to inspire more women towards pro-active management of their personal and family wealth, as well as incite interest and excitement towards careers in finance.

As Laura J. McDonald, co-founder of Golden Girl Finance, cites: "Women tell us they gravitate towards female advisors; they feel more comfortable talking to a woman about their financial affairs. The challenge becomes the lack of females in the investment industry. Through our partnership with The Knowledge Bureau, we hope to change that. We want women to get more engaged in their personal finances as well as careers in finance, effectively filling a much needed gap in the financial services community."

Adds co-founder, Susan L. Misner: "We're excited about working with The Knowledge Bureau and its innovative leader, Evelyn Jacks, one of Canada's most recognized tax experts and a true pioneer among female thought leaders. We are passionate about the fact that The Knowledge Bureau offers opportunities for women to explore empowering careers in finance with real growth opportunities. We fully believe that when you educate and empower a woman

financially, you educate a family and more importantly, the economic ramifications can be felt across the community and the culture as a whole.”

The partnership between Golden Girl Finance and The Knowledge Bureau will result in online campaigns, educational content for women, certificate self-study courses for entrepreneurial women, as well as future conferences merging females and finance in a compelling, empowering and modern way.

“We recognized that Golden Girl Finance was connecting with women and truly engaging them, and that’s a great fit with our educational initiatives in promoting the creation and sustainability of family wealth,” said Evelyn Jacks, founder and president of The Knowledge Bureau, a national educational institute focused on excellence in financial education. “In these volatile times, families need to know more about their financial options and so we strongly identified with their vision of empowering women into taking confident financial action with leading-edge knowledge and skills. We immediately saw a fit in partnering with such an innovative website and brand - one that is making immediate inroads into the financial community and the community at-large - and working with them to inspire a very real movement around females and finance.”

About Golden Girl Finance

Launched in July 2010, GoldenGirlFinance.ca has become the most fun, fresh and thoroughly modern online financial resource for women in Canada today, reaching 30,000+ opt-in e-newsletter subscribers weekly with its innovative content, and providing the voice of female finance to hundreds of thousands of Yahoo! Finance readers daily. It's about wealth creation, wealth management, and financial protection as it relates to women personally and to their families. And it's all done online via a content-rich website and valuable weekly e-mail campaigns, acting as an agent of leverage for women's very busy lives.

For more information, please visit: www.GoldenGirlFinance.ca

Look for Golden Girl Finance's first book —'It's Your Money, Honey: A Girl's Guide to Saving, Investing, and Building Wealth at Every Age and Life Stage' (John Wiley & Sons, Jan. 2012).

About The Knowledge Bureau

The Knowledge Bureau is a national educational institute providing certificate training and professional development at a post-secondary level to advisors in the tax and financial services industries, as well as educational news and information services to their clients.

The Knowledge Bureau's latest educational books for consumers include 'Essential Tax Facts' by Evelyn Jacks, 'The Smart, Savvy Young Consumer' by Pat Foran, and 'Master Your Retirement' by Doug Nelson.

For more information, please visit: www.KnowledgeBureau.com

Golden Girl Finance Media Contact: Laura McDonald, Co-founder
204.230.1300
lauram@goldengirlfinance.ca

Knowledge Bureau Media Contact: Evelyn Jacks, President
evelyn@knowledgebureau.com
Or via Nicole Chartrand, Executive Assistant
nicole@knowledgebureau.com, 1-866-953-4769