



TURNING SMART GIRLS GOLDEN

FOR IMMEDIATE RELEASE

**Golden Girl Finance announces its participation at
RBC Dominion Securities' 4th National
Women in Wealth Management Symposium**

TORONTO, September 20, 2011 - Golden Girl Finance Inc. (www.GoldenGirlFinance.ca), Canada's most innovative and modern source for online financial literacy - with a feminine spin - is pleased to announce its participation at RBC Dominion Securities' 4th National Women in Wealth Management Symposium, to be held October 17th, 2011.

Founders Susan L. Misner and Laura J. McDonald will address the attendees with an innovative and informative discussion of the female demographic as wealth influencers, and how to effectively disseminate financial education and information in a compelling and modern manner. Titled 'Innovative communication strategies for targeting women', the session brief is as follows:

Susan L. Misner & Laura J. McDonald are the founders of GoldenGirlFinance.ca, Canada's most innovative and modern financial literacy resource for women, reaching hundreds of thousands of women with their unique voice.

The basics of personal finance and investing are not gender specific. Effective ways to communicate these principles most definitely are.

Since most financial information resources fail to use context and style common in women's media, GoldenGirlFinance.ca is rebranding finance with a uniquely feminine spin. GoldenGirlFinance.ca empowers women of all ages to address the financial issues that affect their everyday lives and take charge of their financial futures.

Engage in an interactive session with the founders to understand how social and digital media, and innovative, modern messaging are effectively creating the voice of female finance.

Said Ms. McDonald: “We are honoured to be part of the RBC Dominion Securities' Women in Wealth Management Symposium. Reaching hundreds of thousands of readers daily with our modern voice, we know what compels women into financial action, and we look forward to sharing that insight with the exceptional team of female advisors at RBC.

“We need more women involved in financial discourse - both professionals and industry insiders, as well as those women outside of the financial services industry, as it relates to their families, relationships, livelihoods and very real futures,” said Ms. Misner. “It's about getting women in the door, in the financial game, and empowering them to take control of their wealth accumulation.”

About Golden Girl Finance

Launched in July 2010, GoldenGirlFinance.ca has quickly 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.

Born out of the notion that too many smart women let their financial situation be ignored, swept under the rug, or dictated by others, the goal of Golden Girl Finance has been to rebrand finance with a feminine spin to engage women of all ages to take a greater interest—and play a greater role—in those financial issues that affect their everyday lives and financial futures.

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 info, 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).

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