



Bank on DC Launches Innovative Financial Education Initiative

FELA and HelloWallet Partner with Bank on DC to Help Consumers Improve Their Financial Capability

FOR IMMEDIATE RELEASE

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Washington, D.C. January 31, 2012. Bank on DC today announced the launch of its innovative online financial education platform. Working in partnership with FELA and HelloWallet, the online initiative marries FELA's expertise in designing and implementing technology enabled financial education programs with HelloWallet's powerful money saving technologies for consumers.

The Bank on DC program is a combination of FELA's online financial education portal, branded for Bank on DC as MyStartingPoint, and free access to HelloWallet's online wealth boosting services. MyStartingPoint employs a proven approach to motivate and reward participants to engage in learning about how to improve their financial acumen and to make informed financial decisions in their daily lives.

MyStartingPoint provides registered users with free access to educational content, tools, and resources that are relevant to the users' personal financial needs and goals. In the process of learning, users earn points that can be redeemed in the Rewards Center. Currently, Bank on DC provides a certificate of completion as a reward that participants can share with local financial institutions as the first step to opening their checking or savings account. Through HelloWallet's participation, participants will now be able to access HelloWallet's money saving program in the Rewards Center.

"We have very ambitious plans to serve the unbanked and underbanked communities here in the District by helping them access mainstream financial products," says Bank on DC Program Manager Sybongile Cook. "For us to be successful in this endeavor, we want to ensure that people understand the financial services they are accessing and know how to use them responsibly. We believe that MyStartingPoint is a great way to help us achieve these goals because education can serve as the gateway between consumers and financial products."

MyStartingPoint is designed to deliver measurable results to program providers, which is an essential component to the overall efficacy of any financial education program. Each goal in MyStartingPoint requires users to take a short pre-assessment and post-assessment. The results of these evaluations impact the user's Financial Wellness Score, which is a direct measure of their understanding of key money related concepts. Individuals can earn points for their participation which are intended to be redeemed in the Rewards Center.

HelloWallet provides consumers with practical, easy to use financial tools that boost the wealth of its members by managing and improving their everyday finances in a trustworthy, comfortable, and private environment.

CEO and President of FELA Blake Allison said, "MyStartingPoint is not just about helping consumers improve their financial IQ. It is a powerful tool to help consumers turn information into action and to connect with partners who can help them achieve their goals, which is why we are excited to work in partnership with HelloWallet. MyStartingPoint and HelloWallet deliver a powerful one-two punch that can help Bank on DC and other partners reach the right people, at the right time, with the right information. It is all about relevance. Our goal is to help people make informed financial decisions and improve their financial capability over the long-term."



Founder and CEO of HelloWallet Matt Fellows added, “We are excited to be involved in the Bank on DC program. Our financial tools are a great fit for the vision of the Bank on DC program of helping people to improve their financial well-being. We look forward to working with FELA to deliver a highly effective, turnkey financial education solution for Bank On DC that can serve as a model financial education program for other Bank On programs.”

Bank on DC is a collaborative effort between the district, financial institutions, and non-profits whose mission is to provide access to financial services and products and financial education to unbanked and under-banked households in the DC Metro Area. For more information about Bank on DC, visit www.Bankondc.org

FELA is a leading provider of consumer and financial education programs based in Washington, D.C. FELA leverages its proprietary technologies to design, develop, and implement customized consumer and financial education initiatives. FELA creates innovative programs for financial institutions, employers, government agencies, and academic institutions that generate positive, measurable outcomes for both its partners and individual program participants. For more information about FELA, visit www.myFELA.com

HelloWallet is a provider of technology-based, personalized financial guidance to employees of Fortune 1000 companies and other large institutions. It helps workers save money, improve their well-being, and manage their financial responsibilities through personalized, independent guidance and management services. Additionally, the company gives one membership to a family in need for every five subscriptions it sells. Founded in 2009, HelloWallet has raised investment capital from Grotech Ventures and Revolution LLC. The company is led by former Brookings Institution Fellow Matt Fellowes. For more information about HelloWallet, visit www>HelloWallet.com

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