



NEWS RELEASE

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For Immediate Release

June 2006

Financial Planning E-Tool Provides Powerful Benefits with Little Financial Risk

The EDSA Group, Inc., a workplace financial education company, announces the launch of www.GoodMoneyHabits.com, an e-learning tool that provides workers with interactive financial education. This action-oriented tool provides employers the option of paying on a per-user basis, making it easy for businesses to take advantage of its value without overpaying for non-participants. The tool's financial topics are based on proven curricula and target the entire employee population, not just retirement plan participants.

“This is an impressive and engaging product. I think it is easy enough for anyone to use and very helpful,” a human resources professional and beta tester for the e-tool said. “The material is helpfully presented and even entertaining. I think it is a winner.”

Businesses feel the effects of employees' financial dilemmas in the workplace in terms of more distracted workers, lower productivity, absenteeism, high turnover costs and inability to retire, among other costly detriments. Workplace financial education offered by www.GoodMoneyHabits.com counteracts these consequences by providing tools that empower workers to effectively gain control of their financial situations, eliminating the strain that financial illiteracy puts on a company's bottom line.

Financial education improves productivity, retirement readiness, and reduces turnover and exposure to compliance risks brought on by such legislations as Sarbanes-Oxley (SOX) and ERISA. EDSA's workshop curricula, on which GoodMoneyHabits.com is based, has also proven to increase participation and contributions, and improve diversification within company retirement plans. This tool can be used alone or as a supplement to other financial education programs.

Structured to follow adult learning principles, this online workbook combines EDSA's proven curricula with the accessibility of the Internet. The program contains interactive lessons, reading and audio materials. Additionally, users are able to tailor their experience through the selection of topics, definitions and points of interest. This e-learning experience covers a range of topics, including saving, planning for goals and emergencies, budgeting, and maximizing the 401(k) plan benefit.

To learn more contact The EDSA Group at (800) 942-2777, send an e-mail to info@theedsagroup.com, or visit EDSA on the Web at www.theedsagroup.com.

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