



LEARNVEST WELCOMES FORMER CEO OF THINKORSWIM GROUP TO BOARD OF DIRECTORS

TechCrunch 50 Finalist Makes Personal Finance Fun and Accessible

NEW YORK—(January 6th, 2010)—LearnVest, (www.LearnVest.com) an award-winning personal finance website for women, today announced that Lee Barba, the former Chairman and CEO of thinkorswim Group Inc., has joined LearnVest’s Board as the third member of the Board of Directors. The current Board of Directors includes LearnVest CEO and founder, Alexa von Tobel, and former Goldman Sachs partner and personal finance expert, Ann Kaplan.

LearnVest Welcomes Lee Barba to Board of Directors

LearnVest is excited to welcome Lee Barba as the third member of the Board of Directors. Barba is the former Chairman and CEO of thinkorswim Group Inc., a market leader in providing integrated investor education and online brokerage services to the self-directed investor, which was acquired by TD Ameritrade for \$606 million earlier this year. To date, thinkorswim, through its Investools subsidiary, has taught over 450,000 students to become self-directed investors while growing its award winning online brokerage business to over 100,000 funded accounts serving active traders in the options, stock, futures and forex markets. Barba’s experience in building and operating a large scale, publicly traded financial services education and brokerage company will be invaluable to the LearnVest team.

LearnVest partners with Experian®

For its launch, LearnVest has partnered with ProtectMyID.com™, Experian’s Web site which offers a multilayered identity theft detection, protection and fraud resolution product.

LearnVest has been careful to select a company partner that believes in its mission.

“ProtectMyID.com chose to partner with LearnVest because the company shares our vision of empowering consumers,” said Jennifer Leuer, general manager of ProtectMyID.com. “When people take charge of their financial situations, it’s important for them to also protect themselves from dangers like identity theft, and that is precisely what we do.”

About LearnVest

LearnVest is an interactive, personal finance tool that fills the gap between impersonal, overwhelming books and expensive financial advisers. LearnVest walks users through personal financial issues step by step via dynamic LearnVest Checklists to tackle financial life events. Users can track their progress by using customized profiles, and they have access to a complete set of Financial Basics for reference. LearnVest has key partnerships with Bankrate and CreditKarma, among others.

To date, the company has raised \$1.1 million in seed funding from venture and angel investors. LearnVest's investors include Richmond Management, Circle Financial Group, and Rose Tech Ventures. In addition, the Board of Advisors includes several prominent professionals with executive-level experience at Goldman Sachs, Intuit, Apple, Morgan Stanley, Random House, Daily Candy, and other globally-recognized organizations. For more information about LearnVest, please visit www.LearnVest.com.

About ProtectMyID.com

ProtectMyID.com is a leading, full-service provider of identity theft detection, protection and fraud resolution. ProtectMyID.com offers comprehensive identity theft protection products supported by experienced fraud resolution agents who deliver personal attention that customers can rely on. ProtectMyID.com is a Website owned by ConsumerInfo.com Inc., an Experian company. For more information about how ProtectMyID.com helps consumers protect themselves against identity theft, please visit ProtectMyID.com.

About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses manage credit risk, prevent fraud, target marketing offers and automate decision-making. Experian also helps individuals check their credit report and credit score and protect against identity theft. Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended March 31, 2009, was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, www.experianplc.com.

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