



## **LEARNVEST AND REEBOK TEAM UP TO LAUNCH NEW YEAR'S FINANCIAL BOOTCAMP**

*Contest Launches January 4th to Motivate Users to Start 2010 Off on the Right Financial Foot*

NEW YORK—(December 17<sup>th</sup>, 2009)—LearnVest, ([www.LearnVest.com](http://www.LearnVest.com)) an award-winning personal finance website for women, is pleased to announce the launch of *LearnVest Financial Bootcamp*, a free, comprehensive program designed to get your finances in shape for the new year.

LearnVest's month-long program begins January 4th and will be delivered to users' inboxes every weekday. Each edition of Bootcamp will provide useful tips and action items to inspire users to attack their financial procrastination pain points. Bootcamp will push users to tackle tasks such as checking their credit score, setting up online bill payments, creating an emergency fund, contributing to their IRA and negotiating bills. To sign up, email [bootcamp@learnvest.com](mailto:bootcamp@learnvest.com) or visit the site at [learnvest.com/bootcamp](http://learnvest.com/bootcamp).

### **Reebok gets behind LearnVest's mission**

To help launch the Bootcamp, LearnVest has teamed up with global sports brand Reebok to deliver more incentive for people to get in shape both physically and financially as the new year begins. LearnVest Financial Bootcamp participants will have the opportunity to win prizes of Reebok footwear and apparel valued at \$750. In addition, one lucky winner will win the Grand Prize, 5 pairs of Reebok's incredibly popular EasyTone shoes – for her and four of her closest friends.

“LearnVest's Financial Bootcamp is the perfect opportunity for our users to follow through with their New Year's resolutions and to take control of their personal finances as a group,” says Alexa von Tobel, LearnVest CEO. “We are thankful for Reebok's sponsorship of the Bootcamp as we help women get financially fit.”

LearnVest Bootcamp is ultimately a community endeavor, as users become financially fit alongside thousands of other subscribers. Plus, there is the added incentive of cool prizes for the top participants. LearnVest Bootcamp is the ideal way to start 2010 off on the right financial foot.

“Reebok's sponsorship of the Financial Bootcamp is an example our commitment to women around the world and supporting them in every aspect of their lives” said Katrin Ley, Reebok's Head of Brand Strategy, Business Development and Women's. “While the focus of our brands is different, both Reebok and LearnVest are united in one common goal of helping women fulfill their potential.”

For more information on LearnVest Bootcamp, please visit [www.LearnVest.com](http://www.LearnVest.com). A full list of contest rules, entry, and award details can be found at [here](#).

### **About LearnVest**

LearnVest is an interactive, personal finance tool that fills the gap between impersonal and 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 through their customized profiles and reference a complete set of Financial Basics. 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](http://www.learnvest.com).

### **About Reebok**

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel equipment. A subsidiary of a adidas Group, the company operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. For more information, visit Reebok at [www.reebok.com](http://www.reebok.com) and [www.reebok.com/women](http://www.reebok.com/women).