



LEARNVEST PARTNERS WITH GIRLSGUIDETO.COM TO HELP WOMEN EVERYWHERE TAKE CONTROL OF THEIR FINANCES

NEW YORK – (February 10th, 2010) – LearnVest (www.LearnVest.com), an award-winning personal finance website for women, today announced that it has joined forces with GirlsGuideTo (www.GirlsGuideTo.com) in a partnership that will help GirlsGuideTo’s community of over 140,000 women gain control of their finances. GirlsGuideTo is the “ladies only” guide to the 20-something life that covers everything, including the good, bad, ugly and taboo.

On February 15th, LearnVest will team up with GirlsGuideTo.com to re-launch *LearnVest Financial Bootcamp*, a free, comprehensive program designed to help women everywhere get their finances in shape. LearnVest will run select content on GirlsGuideTo.com and Facebook.com/GirlsGuideTo, which will include a co-branded version of the LearnVest Financial Bootcamp. LearnVest will deliver daily actionable, personal finance tips to help GirlsGuideTo’s 140,000 women better manage their money. GirlsGuideTo users will be able to ask their own financial questions, share their favorite articles with friends, save financial tips to their “personal online guide” and participate in forums. LearnVest Bootcamp touches on a wide range of issues relating to personal finances, from the importance of your credit score to how to open an IRA.

Due to the overwhelmingly positive response from the thousands of women who joined the original launch of LearnVest’s Financial Resolution Bootcamp in January, LearnVest decided to run the program again. The Bootcamp will take place from February 15th through March 15th.

“LearnVest Bootcamp has proved to be a huge success. We’ve seen the most powerful user engagement we could hope for; we have users writing in daily to share their personal stories— from how they are tackling their debt to how LearnVest has helped them create a budget they can stick to,” said LearnVest CEO, Alexa von Tobel.

GirlsGuideTo is thrilled about this partnership: “We are delighted to welcome LearnVest.com into our community and to introduce our members to LearnVest’s powerful personal finance management tools,” said Brette Borow, CEO and Co-Founder of GirlsGuideTo. “No one said being a woman was easy and it has always been our goal to give young women the reassurance that they are not alone. By combining our efforts with LearnVest, we will provide our community with incredibly important information regarding personal finances that impact women everyday.”

LearnVest and GirlsGuideTo.com will share articles and other educational content, and allow users to navigate easily between websites.

For more information about LearnVest.com, please visit www.LearnVest.com.

About LearnVest

LearnVest is an interactive personal finance tool that fills the gap between impersonal, overwhelming books and expensive financial advisors. 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 <http://www.learnvest.com>.

About GirlsGuideTo.com

GirlsGuideTo.com is a "ladies-only" guide to the 20-something lifestyle. It covers everything, from the good, bad, and ugly, to the taboo. It is a girl's online handbook, personal journal, and little black book rolled into one and is accessible 24/7. GirlsGuideTo empowers women to find the best in news, tips and advice about the stuff they actually care about. It's also the place for women to share their stories, ask their questions and speak up about what is on their minds. GirlsGuideTo has been widely recognized for its innovative use of Facebook Connect. It was also named one of the Top 5 Facebook fan pages in the world by Mashable.com in the 2009 Open Web Awards. The community's over 140,000 members can be found at <http://Facebook.com/GirlsGuideTo> and <http://GirlsGuideTo.com>.