



... May 10, 2007 News Advisory ...

**MONEYTRACK/IPT SURVEY TO SHOW MOST AMERICANS
DON'T UNDERSTAND "INVESTING SECRETS" CRITICAL TO FINANCIAL SUCCESS**

***Major Investor Poll to Help Explain Why So Many Americans Fail on Financial Basics;
Second Season of "MoneyTrack" on Public TV to Help Investors Understand What They
Need to Know.***

NEWS ADVISORY///May 10, 2007/// There is a reason why so many Americans do such a poor job of investing: They don't understand the basic secrets of how to succeed when it comes to their personal finances. That will be the key conclusion of the major *MoneyTrack*/Investor Protection Trust (IPT) "Investing Secrets Survey" to be released during a live, phone-based national news conference at **1:30 p.m. EDT/10:30 a.m. PDT on May 10, 2007.**

When it comes to such key fundamentals as compound interest, diversification, avoiding investment rip-offs, checking out financial professionals before doing business with them, most Americans do not have a firm grasp of the basics, according to the findings of the Opinion Research Corporation (ORC) survey of 1,000 U.S. investors conducted for *MoneyTrack*/IPT. The second season of the *MoneyTrack* will be available to PBS stations across the country beginning May 11, 2007. The series will air on different dates and times in each local market. *MoneyTrack* will help investors understand several of the investing secrets that are critical to success in personal finance.

News event speakers will be:

- Pam Krueger and Jack Gallagher, co-hosts, *MoneyTrack* public television series;
- Don Blandin, president and CEO, Investor Protection Trust;
- Graham Hueber, senior research associate, Opinion Research Corporation; and
- Earl Crawley, a Baltimore parking lot attendant featured in Season Two of *MoneyTrack* who has never earned more than \$12/hour but has accumulated a fortune investing in high quality stocks.

TO PARTICIPATE: You can join this live, phone-based news conference (with full, two-way Q&A) at **1:30 p.m. EDT/10:30 a.m. PDT on May 10, 2007** by dialing **1 (800) 860-2442**. Ask for the "*MoneyTrack*/IPT Investing Secrets Survey" news event.

CAN'T PARTICIPATE?: A streaming audio replay of this news event will be available on the Web at **www.moneytrack.org** as of 6 p.m. EDT/3 p.m. PDT May 10, 2007.

CONTACTS: Ailis Aaron Wolf, (703) 276-3265 or aaaron@hastingsgroup.com.

For a copy of the "Mr. Earl" episode or other *MoneyTrack* episodes, please contact Variny Paladino at (510) 243-1622 or via e-mail at: variny.paladino@comcast.net

MoneyTrack[®] is a national public television series that teaches and inspires viewers on how to invest wisely and avoid common financial scams. Each 30-minute episode features real people who overcome real problems to become successful investors. Co-hosted by former KGO-TV and TechTV financial reporter Pam Krueger and nationally-recognized comedian Jack Gallagher, *MoneyTrack* is an original public television series produced by NETworth Television Productions in Tiburon, CA. *MoneyTrack* is made possible by funding from the Investor Protection Trust with support from State Securities Regulators. KTEH Public Television in San Jose is the presenting station of *MoneyTrack*. American Public Television in Boston is the national distributor. To learn more about *MoneyTrack*, visit: **www.moneytrack.org**

The Investor Protection Trust (IPT) is a major supporter of *MoneyTrack*. IPT is a nonprofit organization devoted to investor education. The primary mission of IPT is to provide independent, objective information needed by consumers to make informed investment decisions. Founded in 1993 as part of a multi-state settlement, IPT serves as an independent source of non-commercial investor education. IPT operates programs under its own auspices and uses grants to underwrite important initiatives carried out by other organizations. You can find IPT on the Web at: **www.investorprotection.org**

###