

MoneyTrack **Season III**

Press Release

Popular *MoneyTrack* series to launch third season in September 2009

Given the current financial climate, many Americans are reluctant to invest their money in the stock market, fearing that not only will they fail to see a return—they'll wind up losing money in the bargain. But even today, prudent, long-term investing remains the best way to build wealth.

The third season of ***MoneyTrack***, the popular public television series created, produced and co-hosted by investment expert Pam Krueger, will bring viewers the knowledge and resources they need to be able to manage and invest their money in ways that will protect it and help it grow—even in these tough economic times. The series is dedicated to empowering people of all income levels to be savvy stewards of their money, showing them how to invest wisely and how to avoid common and dangerous financial scams.

The series' distributor, American Public Television (APT), will feed the third season in standard definition Sundays at 1000–1030ET beginning September 6, 2009. The series will be fed in high definition Fridays at 1100–1130ET beginning September 4, 2009.

MoneyTrack takes a user-friendly approach to the often mystifying world of investing. Instead of subjecting viewers to a barrage of bewildering jargon and dry-as-dust lectures, Pam and co-host Jack Gallagher provide useful, unbiased information in a refreshingly down-to-earth, often humorous way that will appeal even to those who might normally find themselves intimidated or bored by a show about finance and investment. Far from being a dull, "experts-only" exercise, ***MoneyTrack*** is an engaging, informative offering that helps viewers take charge of their financial futures.

Pam, a former stockbroker, was selected by American Women in Radio and Television (AWRT) to receive a prestigious 2009 Gracie Award in recognition of her outstanding achievement as series producer. As ***MoneyTrack***'s producer and co-host, she is determined to help viewers cut through the clutter and find out what they absolutely need to know about investing, how to apply it to their own lifestyle, and what they must know to protect their life savings.

MoneyTrack addresses a wide range of real-life money topics. Subjects on tap for the third season include how to survive—and thrive—in a recession, how to get the most from employee retirement plans, how to use the basic principles of investing and diversification to become less vulnerable to stock-market manipulation, how everyday investors can take control of their financial futures, and how to safely invest in real estate in today's economic climate.

MoneyTrack compellingly covers the do's and don't's of investing and financial management through real people's experiences—the good, the bad and the ugly.

Each episode introduces an ordinary individual or family who's a living example of what works—or what doesn't—when it comes to money.

The new season kicks off with an in-depth look at how Wall Street has changed—and how the changes will affect investors—while the second episode features an inspiring personal story that illustrates how one woman's initial investment many years ago turned her into a multimillionaire. In subsequent episodes, viewers will meet a couple whose plans for a comfortable retirement could all too easily be derailed, two immigrants who are making a difference in people's lives by teaching them about long-term investments, a "sandwich generation" couple who are dealing with the dual challenge of caring for growing children and aging parents, a 14-year-old investment whiz kid, and a couple who undergo a "money makeover," among others.

The life lessons explored in these segments are analyzed and expanded upon by a veritable "who's who" of top financial specialists. Guests featured in Season III include Janet Bodnar, editor of *Kiplinger's Personal Finance* magazine; legendary investor John Bogle, father of the index fund; Jim Jubak, the Web's #1 investment columnist; sought-after financial advisor Jonathan Pond; nationally syndicated *Washington Post* business writer Michelle Singletary; and economist, commentator and writer Ben Stein.

Regular **MoneyTrack** segments also include "ScamAlert," which looks at fraudulent financial schemes perpetrated around the country and offers valuable tips for avoiding such scams. Pam and Jack present weekly Quiz Questions aimed at helping viewers better understand sometimes-complicated financial concepts and terms. The series also regularly features answers to questions submitted by viewers.

MoneyTrack offers unbiased investor education and protection information for a broad audience. The series is the only television finance show underwritten by a not-for-profit organization. **MoneyTrack** is funded entirely through a grant from the Investor Protection Trust (IPT), a nonprofit devoted to investor education.

MoneyTrack's companion Web site, moneytrack.org, provides a wealth of additional resources for viewers and educators.

Credits: **MoneyTrack** is produced by NETworth Television Productions. Beyond Pix Studios is the production and post-production facility. The series is distributed by American Public Television (APT), with KCTS/Seattle Public Television serving as presenting station for Season III. Fiscal sponsor is the Bay Area Video Coalition (BAVC).

Series underwriter is the Investor Protection Trust. The Investor Protection Trust (IPT) is a nonprofit organization devoted to investor education. Since 1993, the IPT has worked to provide the independent, objective investor education needed by all Americans to help them make informed investment decisions. For more information, visit investorprotection.org.

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MoneyTrack

Season III

Episode Descriptions

Episode 301: *How Wall Street Has Changed*

The recent dramatic downturn across all economic sectors has changed the way America deals with money. This nuts-and-bolts explainer episode takes a look at how this will affect investors' bottom line.

Episode 302: *The Inspirational Story*

What can a 101-year-old teach us about investing? Meet Lyndall Scott Russell, a self-proclaimed country gal whose initial stock purchase some 58 years ago turned her into a multimillionaire. Lyndall is living proof that patience is an essential ingredient for investing success. This episode also features an interview with John Bogle, founder of the index fund.

Episode 303: *Navigating Retirement*

Steve and Linda thought they had everything they needed to enjoy a comfortable retirement, but they discover that if they make one wrong move, they'll run out of money. Financial expert Jonathan Pond explains how to get retirement plans back on track.

Episode 304: *At Work: Your 401(k)*

Many Americans dream of the day they can retire. This dream is now harder than ever to achieve. In order to prepare for the ideal retirement, investors have to get involved in the process. Co-host Pam Krueger shows three viewers in three different situations how to make the most out of their work benefits and take control of their financial futures. Syndicated financial columnist Michelle Singletary contributes her wisdom on 401(k)s.

Episode 305: *Insider's Story*

Manipulating the stock market certainly doesn't seem like child's play, but to 17-year-old Cole Bartiromo, it is just that. This teenage con man was using the Internet to dupe online investors. Co-hosts Pam Krueger and Jack Gallagher share basic investing principles to protect against becoming a victim of these types of scam artists.

Episode 306: *Interview with John Bogle*

He's low on fees, big on diversity, and gives straight talk about less risky ways to invest. Pam sits down with one of the smartest and most respected men on Wall Street, John Bogle, as he explains what works best for everyday investors.

Episode 307: *Investment Clubs: In It for the Long Haul*

Investing together as a group can pay huge dividends, if it's done right. This episode features Honduran immigrant twins Jose and Tomas Avila, who are changing people's lives, and many mind-sets, by teaching them how to invest for the long term.

Episode 308: *From Wall Street to Your Street*

The recent financial crisis that rocked Wall Street has also had a major impact on *your* street. Viewers meet the "real" Joe the Plumber from South Philadelphia to see how Wall Street's actions trickle down to affect mainstream Americans. Jim Jubak, financial columnist, offers tips on how to survive the impact.

Episode 309: *Sandwich Generation*

Millions of baby boomers in America are sandwiched between taking care of their growing children and their aging parents. Bob and Jeanie Turner's story sheds light on this challenging situation. Pam and Jack, with the help of Janet Bodnar, editor of *Kiplinger's Personal Finance*, teach viewers how to manage these financial and emotional strains.

Episode 310: *The Town That Got Taken*

Who can you really trust? This episode features an entire town that got taken by a scam. The Squibbs, a couple who were pillars of the community, cheated more than 100 people in Mishawaka, Indiana, and surrounding towns out of their life savings, for a total of \$13 million. Pam and Jack discuss the psychology of why affinity fraud cases happen with Dr. Phil and how to protect against them with Indiana Secretary of State Todd Rokita.

Episode 311: *The Naked Truth About Investing*

Do the super-wealthy really have better access to investment research and tools than the typical investor? Pam and Jack offer proof that using sophisticated investment strategies does not always lead to higher returns.

Episode 312: *Whiz Kid—John Paul Pigeon*

Viewers meet John Paul Pigeon, a 14-year-old who is an inspiration not only to his generation but to all Americans to save, invest, manage money and earn wealth. Pam and Jack talk to Laura Levine, executive director of the Jump\$tart Coalition for Personal Financial Literacy, about motivating future generations to become better investors by getting back to the basics of investing.

Episode 313: *Real Estate*

The housing bubble may have burst, but creative thinkers are finding ways to make the most out of a bad situation. Jack Gallagher hits the streets of Sacramento to explain how real estate can still be part of a safe, long-term investment strategy.

Episode 314: *Money and Marriage*

The old adage rings true: Two heads are better than one. When Bill and Debbie Reslock's architecture firm took a major hit, they decided that they would not let the financial stresses demolish their marriage. Pam and Jack show how to keep a relationship above water, even during major financial storms.

Episode 315: *Hot Topics Show*

This year, ethics, financial advisors and down-'n'-dirty stock-picking make our hot list in this season's wrap-up. Pam and Jack discuss important topics in response to viewer e-mails.

NETworth Television Productions, Inc. (EIN# 27-1781733)

Form 1023 Written Supplement

NETworth Television Productions, Inc. Mission Statement

Founded in 2001 by Pam Krueger, NETworth Television Productions, Inc. is an educational organization whose mission is to produce financial education media programming and materials for global, national, regional and local television, online resources and live events to teach the public the basics of saving, investing and protecting money with the goal of empowering the viewers to take control of their own financial futures. All of NETworth's programming has aired on PBS stations across the nation. The MoneyTrack series with hosts Pam Krueger and Jack Gallagher uses stories about real people, their triumphs and mistakes and analysis from expert guests like John Bogle, Warren Buffett, Michelle Singletary, Jonathan Pond, Ben Stein and others. Each episode features a Scam Alert segment that covers a story of investment fraud and serves as a warning for viewers.

Part IV

NETworth Television Productions, Inc. Past Activities (DBA NETworth Television Productions, a Sole Proprietorship in California)

NETworth: Use the Net, Increase Your Worth (Release Date: July 1, 2002)

(Funded by: The Vanguard Group, Inc., National Association of Securities Dealers (NASD now FINRA) and Consumer Credit Counseling Service (CCCS)) (Distributed by Westlink)

This one-hour special is a magazine formatted program featuring host Pam Krueger (95%). It features segments that show the realities of the handling of money online. Issues include the safety of online banking, online investing and identity theft. **NETworth: Use the Net, Increase Your Worth** also had a companion website with additional resources (5%). It aired on more than 70 PBS stations.

IPO: Investing Pays Off (Release Date: April 1, 2003)

(Funded by Merrill Lynch Global Philanthropy) (Distributed by Westlink)

This series of fifteen 2-minute broadcast segments were aired between programs and "stacked" to form a 30 minute program nationally on PBS stations (90%). Ancillary products include a companion CD which was distributed to classrooms nationally (5%) and a website with educational lesson plans for three grade levels for download on the Merrill Lynch Global Philanthropy Website (5%). The series won a CINE Golden Eagle Award and was nominated for an Emmy® award.

MoneyTrack Season One (Release Date: April 1, 2005)

(Funded by the Investor Protection Trust) (Distributed by American Public Television)

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This premiere season of MoneyTrack consists of thirteen 30-minute broadcast episodes (80%) that aired on 187 PBS stations with a total of 3,427,750 viewers that covered 57% of all U.S. Nielsen Designated Market Areas (DMAs). The season included a companion website www.moneytrack.org (10%) and DVD Set (3%). There were two pre-scheduled live chats on www.moneytrack.org featuring Pam Krueger and other experts. (2%) Pam and Jack emceed a financial education outreach event in North Carolina. MoneyTrack video segments were used in State Securities Regulator's educational seminars in Pennsylvania and other states (5%). This season was seen in South Korea through Kim Media.

MoneyTrack Season Two (Release Date: October 1, 2007)

(Funded by the Investor Protection Trust) (Distributed by American Public Television)

The second season consists of fifteen 30-minute broadcast episodes (70%) that aired on 305 total stations with a total of 5,818,553, total viewers and that covered 69% of all U.S. DMAs. These numbers show a significant increase in PBS viewership and reach compared to the numbers for the first season. The website was updated featuring the new content (5%) and a DVD set was produced (2%). Pam and Jack emceed and keynoted many local and regional educational conferences about retirement and investment education and protection in Virginia, Nebraska, Pennsylvania, California and other states (5%). Pam was on the panel for two Wi\$e Up Teleconferences for the U.S. Department of Labor Women's Bureau in 2007 (1%). Pam and Jack keynoted a retirement seminar at the Boston Public Library as part of the "Can I Afford Retirement?" series in October 2008 (1%). This served as a model for library seminars across the nation. MoneyTrack video segments continued to be used in educational investment seminars produced by State Security Regulators. Pam began to appear on local, regional and national media programs and is interviewed for newspapers and magazines to promote MoneyTrack and to teach viewers/readers about various areas of investing and saving (2%). During this period, NETworth established a strong online distribution network of its materials through venues including: MSN Money, YouTube, iTunes, Facebook, Twitter and others (2%). Always looking for new ways to disseminate these very important financial education materials, NETworth established a relationship with MSN Money to stream video segments from the MoneyTrack series on their site, which has gotten 2,122,842 viral views to date (5%). New mediums were explored as NETworth produced its first national webinar for the California Department of Corporations' Troops Against Predatory Scams (TAP\$) program in November 2008 (2%). Segments from this webinar are accessible through www.msnmoney.com. The first companion book came out in October 2008: The MoneyTrack Method: The Real Person's Guide to Successful Investing By Pam Krueger and Les Abromovitz, Wiley, October 2008 (5%). Segments from Season Two were seen in-flight on Singapore Airlines. MoneyTrack Season Two was highly acclaimed as it won two Telly Awards, two Communicator Awards and an AWC Clarion Award..

NETworth Television Productions, Inc. (EIN# 27-1781733)

NETworth Television Productions, Inc. Present Activities

MoneyTrack Season Three (Release Date: September 1, 2009)

(Funded by the Investor Protection Trust) (Distributed by American Public Television)

The third season (in High Definition for the first time), released only recently, has fifteen 30-minute broadcast episodes (70%) and is already airing on 233 PBS stations with a total of 2,558,760 covering 67% of the U.S. DMAs. Note: All the viewership numbers presented in this narrative do not include data from airings on educational cable channels around the country. The grand total number of viewers for all three seasons so far on PBS stations: 10,936,073 and counting! Like the previous seasons, Season Three got a fully revamped companion website www.moneytrack.org (3%) and a companion DVD Set (1%). Pam and Jack continue to host, emcee and keynote many financial education events around the country including Utah, New Mexico, Montana, Wyoming, California, Arizona, Kentucky and other states (7%). A new addition to NETworth's educational offerings is a monthly e-Newsletter that is distributed to moneytrack.org database members. Pam had national media appearances on ABC Now, CBS Early Show, Fox and Friends, Fox's Strategy Room, and many others (7%). While the MSN Money relationship continues with streaming MoneyTrack video segments from Season Three, things evolved when Pam and the MoneyTrack team created a new section of MSN Money's Education Center called Roadmap to Riches which uses MoneyTrack videos, videos produced for the Roadmap, research articles and resource links to teach users the basics of saving and investing in an interactive format (10%). Since the Roadmap's launch two months ago in November 2009, there have been 169,532 viral views. This season saw another new addition, Pam and the MoneyTrack team produced two local investor education television specials: MoneyTrack: From Wall Street to Your Street with John C. Bogle at WHY-TV in Philadelphia that aired on PA PBS stations and then nationally through American Public Television. The other special was produced at Detroit Public Television and was called: Making the Most of Your Retirement Plans in Hard Financial Times and is being aired on PBS stations in Michigan (2%). Both specials were hosted by Pam. Pam joins California Jump\$tart board and begins some synergistic projects with Jump\$tart and MoneyTrack including hosting a media seminar for Jump\$tart volunteers and staff from the Western U.S. region. Pam was selected by American Women in Radio and Television (AWRT) to receive a 2009 Gracie Award for individual achievement as outstanding producer of an entertainment series on public television.

NETworth Television Productions, Inc. Future Activities

(DBA NETworth Television Productions, Inc. which became a California Nonprofit Public Benefit Corporation on December 18, 2009.)

MoneyTrack Season Four (Release Date: April 1, 2011)

(Funders TBD Early 2010) (Distributed by American Public Television)

This series will consist of 13 30-minute broadcast episodes (70%). The content focus of the series will broaden out to cover more aspects of financial education like credit/debt issues, solutions for the un-banked and more. Pre-production is in progress. The companion website will be expanded with a MoneyTrack blog that will be updated regularly and will encourage engagement with the audience (5%). The MSN Money Roadmap to Riches project will be continued and several additional educational units

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will be produced (10%). The companion DVD set will be available in Blu Ray HD (1%). The Outreach area of the project will be expanded (10%). The MoneyTrack team will work closely with PBS stations to produce outreach events targeting teachers, students, parents, pre-retirees, employees and seniors.

Participating PBS stations will receive small grants to help disseminate the video segments and educational materials through the local school systems. Pam will continue to make national media appearances to promote the series and teach viewers important tips about managing their money (4%).

Part V

C. 3a. List of Highest Compensated People

Name	Position	Qualifications	Duties
Jack Gallagher	Co-Host	Emmy® Winning Host, Actor & Comedian	Host TV Eps & Live Events with Pam
Neil Alford	Producer	National Program Producer	Produce TV Series
Katie Horgan	Marketing Director	Worked at Suburu & HIT Entertainment Ltd.	Oversees Marketing & PR for Series & Online
Cynthia Zeiden	Distribution Director	Worked at PBS Stations in Chicago and Bay Area, CA	Oversees TV Distrib.& Outreach
Beyond Pix Studios	Production House	KPIX TV Station Production & Engineering	Produces Wraps & Edits Series

Part VI

1a. Good and Services for Individuals

- MoneyTrack Public Television Series that Teaches Viewers the Basics of Saving and Investing with Non-Commercial Information
- Companion Website with Financial Education Information, Tools and Resources
- Numerous MoneyTrack Keynote Addresses Free of Charge for the Public that Cover Topics Including “Getting Ready for Retirement” and “How to Teach Students the Basics of Saving and Investing”

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1b. Goods and Services for Organizations

- MoneyTrack Video Segments to State Securities Regulators for Use on Websites and Live Conference Presentations
- MoneyTrack DVD Sets Included in Investor Education and Protection Toolkits Given to Organizations that Host Educational Conferences including the Association for Financial Counseling-Planning-Education (AFCPE) Conference in Scottsdale, AZ in November 2009
- MoneyTrack Episodes and Segments are Used by Teachers in Business and Financial Education Classes

Part VIII

1. NETworth Television Productions, Inc. incorporated with the State of California on December 18, 2009. Before that date, the company was the sole proprietorship of Pam Krueger and was established in 2001. Because of the educational nature of the mission and work of NETworth Television Productions and the importance of getting ongoing foundation and governmental funding, the decision was made to become a non-profit organization.

4b. The revenues for the MoneyTrack series come from a grant from the Investor Protection Trust (IPT), a non-profit investor education and protection organization, in Washington, D.C. that gets its funds from various State Securities Regulators. The MoneyTrack team works in conjunction with the IPT to fundraise among the states for their state funds that are earmarked for investor education. There are no expenses in this method of fundraising. For specific revenue amounts, please see Part IX A.

4d. NETworth Television Production, Inc.'s fundraising activities are for its organization's operations and not on behalf of any other organizations. The various states that have contributed to MoneyTrack include: California, New York, Indiana, Florida, Pennsylvania, Washington, North Carolina, New Hampshire, Michigan, New Mexico and others.

10. NETworth Television Productions, Inc. owns the copyright to various television programs including: NETworth: Use the Net, Increase Your Worth (1/60), IPO: Investing Pays Off (15/2), MoneyTrack (43/30), MoneyTrack: From Wall Street to Your Street with John C. Bogle (1/60). All of these programs were produced by Pam Krueger and her group of production experts and reporters. They were all distributed nationally through public television stations. The stations marketed the airings and Pam Krueger appears on numerous local, regional and national media outlets to promote the MoneyTrack series,

Part IX

A9. MoneyTrack DVD Revenues: 2006-\$13,255, 2007-\$15,347, 2008-\$16,468, 2009-\$696.71
 MoneyTrack Method Book Revenue: 2008: \$15,000