



PRESS RELEASE

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CAPITAL ONE AND JUNIOR ACHIEVEMENT HELP LOCAL STUDENTS LEARN FINANCIAL LITERACY SKILLS

Capital One/Junior Achievement Finance Park Learning Environment Emphasizes Practical Money Skills for Life; Program Has Served 100,000 Students in U.S.

NEW YORK, NY (November 9, 2011) – Capital One Financial Corporation and Junior Achievement of New York are bringing Capital One/Junior Achievement Finance Park, an innovative mobile financial education program, back to New York City. The program, which runs November 9th to December 23rd, will be hosted for a second year at The Museum of American Finance in New York City. Finance Park will help more than 1,450 middle and high school students learn how to budget and manage money to avoid future debt issues and financial challenges.

This unique program begins with four weeks of intensive in-classroom financial education lessons. Students then have the opportunity to put their newly learned money management skills to the test in the innovative learning environment of Finance Park -- a mock city where students experience the challenges of making real life financial decisions.

When entering Capital One/Junior Achievement Finance Park, students are assigned fictional jobs, incomes, families and expenses. They are then are faced with real life financial management decisions concerning housing, transportation, savings, food, entertainment and more choices they will ultimately be faced with as they enter adulthood. Approximately 300 Capital One Bank associates will mentor the students during this financial journey, helping them develop and stick to budgets based on their fictional life situation.

“Experiential financial education helps students to understand the short and long-term impact of educational, financial and life-style decisions,” said Joseph Peri, president of Junior Achievement of New York. “It also prepares students to succeed as adults by teaching them some basic, practical money-management skills which they will need to help them prosper in life.”

“At Capital One, we believe that financial literacy and money management skills are crucial building blocks for economic success. That’s why we invest in financial literacy programs to help put individuals of all ages on the path of fiscal responsibility and economic self-reliance,” said James Covington, Manhattan Market President for Capital One Bank. “Capital One/Junior Achievement Finance Park has a proven track record of engaging students with financial education programs and experiences that are both substantive and fun.”

Some components of this program provide a resource for New York City schools to fulfill the Commissioner's Regulation 100.5 graduation requirement, which mandates that all students entering grade 9 must earn a half-unit of credit in economics or its equivalent.

Since partnering in 2006, Capital One and Junior Achievement have provided financial literacy skills to students in ten markets around the country, and this month will achieve the milestone of serving their 100,000th student. Additionally, more than 8,000 Capital One associates have served as volunteers to help facilitate the Finance Park program.

In summer 2011, Capital One and Junior Achievement created a virtual version of the program, available for schools in partnership with Junior Achievement, and available online for free to anyone with internet access. To experience *JA Finance Park Virtual*, visit: <http://financepark.ja.org>.

Tours of Capital One/Junior Achievement Finance Park in New York City are being held November 15 to December 23. To schedule a tour, or request more information, please contact the Junior Achievement of New York offices at 212-907-0046 or visit www.jany.org.

About Junior Achievement of New York

For more than 80 years, Junior Achievement of New York (JA New York), the local affiliate of JA USA, has delivered economic education and empowerment programs to NYC and Long Island students. Through a dedicated volunteer network of corporate and community individuals, JA New York provides high-quality K-12 in-school, workplace, and summer educational programs. JA New York educational programs impact important societal issues including youth, economic and educational development and focuses on three key content areas: work readiness, entrepreneurship, and financial literacy. For more information about JA New York and its programs, Visit us: www.jany.org • Like Us: [Facebook](#) • Connect with Us: [LinkedIn](#) • Follow Us: [Twitter](#) • Subscribe to Us: [YouTube](#).

About Capital One

Capital One Financial Corporation, headquartered in McLean, Virginia, is a Fortune 500 company with approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia, and the District of Columbia. Its subsidiaries, Capital One, N.A. and Capital One Bank (USA), N. A., offer a broad spectrum of financial products and services to consumers, small businesses and commercial clients. We apply the same principles of innovation, collaboration and empowerment in our commitment to our communities across the country that we do in our business. We recognize that helping to build strong and healthy communities - good places to work, good places to do business and good places to raise families - benefits us all and we are proud to support this and other community initiatives.

About The Museum of American Finance

The Museum of American Finance, an affiliate of the Smithsonian Institution, is the nation's only public museum dedicated to finance, entrepreneurship and the open market system. With its extensive collection of financial documents and objects, its seminars and educational programming, its publication and oral history program, the Museum portrays the breadth and richness of American financial history, achievement and practices. The Museum is located at 48 Wall Street, on the corner of William Street, and is open Tues–Sat, 10 am – 4 pm. For more information, visit www.moaf.org or connect with the Museum on Facebook or Twitter.

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