



February 17, 2011

Junior Achievement of New York Welcomes New Board Members

Junior Achievement of New York is proud to introduce and welcome two new additions to the impressive Board of Directors as of January 28, 2011. Michelle Green, VP and Head of Corporate Responsibility for NYSE Euronext and Kevin Wassong, Emmy Award winning Executive Producer and President of Minyanville Publishing & Multimedia join a 46-member board of business and industry leaders who share a passion and commitment to inspiring and preparing NYC and Long Island students to succeed in a global economy. We look forward working with them to build a strong community of young achievers in NYC.

Michelle Greene is Vice President and Head of Corporate Responsibility for NSYE Euronext,



overseeing the company's global corporate responsibility efforts. She is responsible for NYSE Euronext's internal corporate responsibility policies and initiatives, and for developing programs to leverage and enhance efforts of NYSE Euronext listed companies, promoting collaboration and cooperation on issues of common interest. In addition, she is the Executive Director of the NYSE Foundation. Until last summer, Ms. Greene served as Deputy Assistant Secretary for Financial Education and Financial Access at the U.S. Department of the Treasury, where she advised senior Treasury and Administration officials on policy and legislation involving all aspects of financial access and financial education and helped drive the development of major new policy initiatives in this area. She also served as Executive Director of the President's Advisory Council on Financial

Literacy and as a member of the White House Council on Women and Girls. She began her service in the Obama Administration as a Senior Advisor in Domestic Finance focused on the financial crisis. Previously, Ms. Greene was Senior Policy Advisor to the Assistant Secretary for Financial Markets at Treasury from 1998 through 2001.

Ms. Greene's professional experience includes working as a consultant for McKinsey & Co., Inc. and Blaqwell, Inc. and serving as the Executive Director of the Carr Center for Human Rights Policy at the John F. Kennedy School of Government at Harvard University. She began her career practicing law in Washington, D.C. Ms. Greene received her J.D. from Harvard Law School and her A.B. from Dartmouth College.

Kevin Wassong is an Emmy Award winning Executive Producer and President of Minyanville Publishing



& Multimedia, a next generation digital network that creates branded business content to inform, educate and entertain all generations about the world of business and finance. Wassong joined the start up company in March 2005 after creating and building one of the first "new media" advertising agencies, digital@jwt, within the global communications agency, J. Walter Thompson. Prior to a career in advertising and marketing with JWT, Lowe & Partners and @radical media he was an assistant to the chairman of Creative Artists Agency as well as a television series development executive with network shows including Golden Girls and Empty Nest.

During his seven years at JWT as President and then CEO of its' digital arm, Wassong grew digital@jwt into a major marketing and advertising agency with eight offices in North America employing over 200 specialists in technology, database marketing and design and production. As a member of J. Walter Thompson's North American Management team and the parent WPP.com international board, Wassong's vision as a proponent of digital communications integration resulted in the agencies growth and major global clients' successful utilization of new media. He was named to MediaPosts "Most Influential People in Online Advertising."

Now at Minyanville, Wassong has been instrumental in building the world's first financial "Theme Brand" and bringing the first animated financial news show, "Hoofy & Boo's News & Views" to TV and the Internet. He has been featured in the Wall Street Journal, Fox Business Network, CNN, CNBC, Business Week, Wired, Advertising Age and Adweek magazines.

As an industry leader, Mr. Wassong served a number of organizations including AAAA's for new media testing methodologies, the Art Directors Club board and chair for awards for Interactive and Integrated Marketing and is a member of numerous advisory boards for companies developing the future of marketing technology. In December 2008, Kevin received an Emmy Award from The National Academy of Television Arts & Sciences for his role as Executive Producer of Minyanville's World in Review and Hoofy & Boo's News & Views, the first and only animated business news shows.