



For Immediate Release

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CAPITAL ONE /JUNIOR ACHIEVEMENT FINANCE PARK HEADS TO LONG ISLAND

Students Learn Lifelong Necessity of Personal Financial Management Skills

Long Island, New York: Capital One Financial Corporation (NYSE:COF) and Junior Achievement of New York (JA New York) are bringing Capital One/Junior Achievement Finance Park, an innovative mobile financial education program, to Long Island. The program, which runs April 6th to June 10th at the Capital One office building at 120 Commerce Avenue in Hauppauge, will teach basic money management skills to more than 2,900 students from 19 middle and high schools on Long Island.

This unique, award-winning program begins with four weeks of intensive in-classroom financial education lessons developed by Junior Achievement. Students then have the opportunity to put their newly learned money management skills to the test in a high-tech learning lab. The innovative learning environment houses a mock city where students can experience the challenges of making real-life financial decisions. While at Capital One/Junior Achievement Finance Park, the students are assigned fictional jobs, incomes, families, and expenses. They are then expected to develop and stick to appropriate budgets. Students are faced with real-life decisions about housing, transportation, savings, furnishings, investments, food, entertainment, phone cable, and charitable contributions - all of the decisions they will ultimately make upon entering adulthood. Hundreds of Capital One Bank associates will mentor the students along their financial journey at Finance Park.

The hands-on financial education provided at Capital One/Junior Achievement Finance Park helps students to understand the short and long-term impact of educational, financial and life-style decisions," said Joseph Peri, president of JA 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 Bank, 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 set individuals of all ages on the path to a life of fiscal responsibility and economic self-reliance," said Ellen Weber,

Suffolk County Market President, for Capital One Bank. "Capital One/Junior Achievement Finance Park has a proven track record of engaging students in financial-education learning that is both substantive and fun."

Since launching four years ago in the New York City & Long Island market, Capital One/Junior Achievement Finance Park has delivered vital financial education to more than 9,500 middle and high school students. Capital One/ Junior Achievement Finance Park was awarded the Corporate Citizenship Award by the US Chamber of Commerce in 2006. Finance Park is not open to the public. School/student participation is by invitation only. For more information about Junior Achievement programs and experiences, visit: www.jany.org or connect with us on [Facebook](#) or [Twitter](#).

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About Junior Achievement of New York

For more than 80 years, Junior Achievement of New York (JA New York) 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, after-school, and summer educational programs. JA New York is the New York affiliate of Junior Achievement Worldwide, the world's largest and fastest-growing organization dedicated to inspiring and preparing young people to succeed in a global economy. JA educational programs impact important societal issues including youth development, economic development, and education reform, and focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 126 individual area operations reach more than four million students in the United States, with an additional 5.8 million students served by operations in 122 other countries worldwide. For more information about JA New York and its programs, visit www.jany.org.

About Capital One

Capital One Financial Corporation (www.capitalone.com) is a financial holding company whose subsidiaries, which include Capital One, N.A. and Capital One Bank (USA), N. A., had \$122.2 billion in deposits and \$197.5 billion in total assets outstanding as of December 31, 2010. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Capital One, N.A. has approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

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