



New York City Students Learn Money Management Skills

Capital One and Junior Achievement Team Up to Teach Financial Literacy Lessons to High School and Middle School Students with Mobile Finance Park

Brooklyn (November 19, 2009) -- Capital One Financial Corporation (NYSE:COF) and Junior Achievement are bringing Capital One/Junior Achievement Finance Park™, an innovative mobile financial education program, to New York City public middle schools and high schools. The program will teach basic money management skills to more than 1,450 local students from November 16 through December 18. The learning lab is conveniently located at the Taylor-Wythe Community Center in Brooklyn.

In a recent Capital One Bank survey, more than 75 percent of New Yorkers surveyed reported that they are not at all or only somewhat confident that teens and kids in NY are receiving the information and financial education they need to understand personal finances and how to manage money. More than 88 percent of New Yorkers said they believe kids should start learning about money management skills like budgeting before they start high school.

This unique, award-winning program for middle-school students 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. This innovative learning environment, called Capital One/Junior Achievement Finance Park™, 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, furnishings, investments, food, entertainment, phone, cable, savings and charitable contributions -- all of the decisions they will ultimately make upon entering adulthood. Nearly 250 Capital One Bank associates will mentor the students along their financial journey at the Park.

"Basic money management skills are crucial building blocks for economic self-sufficiency, yet research shows that many students are unable to effectively manage their finances when they graduate from high school," said Julio Cotto, Director of Community Partnerships, Junior Achievement of New York (JA New York). "The hands-on financial education provided at Capital One/Junior Achievement Finance Park™ helps students succeed now and as adults by giving them practical money-management skills. We are thrilled to have Capital One/Junior Achievement

Finance Park™ in Brooklyn."

The first Capital One/Junior Achievement Finance Park™ began as a pilot in October 2006, in McLean, Va. The pilot was such a resounding success that the two organizations have since expanded the initiative to eight markets serving 18,000 middle-school students through 2009.

"Our investment in Capital One/Junior Achievement Finance Park™ is more than just doing the right thing; it teaches students important skills that they can use for the rest of their lives," said BJ Duffy, Brooklyn Market President for Capital One Bank. "Our associates who volunteer at Finance Park are able to play a key role in encouraging financial literacy and economic opportunity. This is a unique and creative way to help youngsters become financially literate."

Please contact Julio Cotto at 512-787-1643 for more information or to schedule a tour.

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About Junior Achievement of New York

For 80 years, Junior Achievement of New York has delivered economic empowerment programs to NYC & Long Island students. Founded in 1929, Junior Achievement of New York, Inc. (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.

Through a dedicated volunteer network, JA New York provides in-school and after-school programs to over 95,000 NYC and Long Island students annually, in grades K-12. JA New York's educational programs focus on three key content areas: **Workforce Readiness, Entrepreneurship and Financial Literacy** - *The Three Pillars of Student Success*. JA New York's in-school and after-school programs serve students in the NYC and Long Island geographic areas. Today, Junior Achievement Worldwide reaches approximately 9.5 million students globally. For more information about JA New York and its programs, visit www.jany.org.

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 principal 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.

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