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MOONJAR'S CLASSIC MONEYBOX WINS NAPPA GOLD AWARD

NAPPA Winning Products Help Parents Bring Out the Best in Their Children

SEATTLE – August 29, 2006 – Moonjar LLC announced today that their Classic Moonjar Moneybox has won a National Parenting Publications Awards (NAPPA) Gold Award. NAPPA is one of the country's most authoritative consumer-awards programs and awards products that are a great choice for parents and their children. The award winners have been expertly judged as innovative, age-appropriate and of exceptional and lasting educational and entertainment value to children.

"The Moonjar began as an effort to reach out to families and children and help them learn the values of saving, spending and sharing," said Eulalie Scandiuzzi, founder of Moonjar. "The Gold Award from the NAPPA proves that our efforts are receiving recognition and validates Moonjar's endeavor to empower children in these invaluable life lessons about money management."

Moonjar products began with Moonjar Moneyboxes, a new take on the traditional piggy bank with individual compartments for saving, spending and sharing. A fun, hands-on way for children to learn these three basic principles of lifelong money management. The Moonjar Moneybox makes saving, spending and sharing a part of children's everyday money choices.

Their newest product, Conversations To Go, is a small box filled with 100 big questions that keep families talking. With three versions about money, travel or life, it's the game that gets everyone talking and listening, allowing children and families to bond anywhere - in the car, on a plane or from the comfort of home.

About Moonjar:

Founded in 2001, Moonjar LLC is a Seattle-based company that creates award winning, innovative products for families and organizations. Winner of the Global Learning Initiative Award and the National Parenting Center Seal of Approval, Moonjar creates

products that are the fun, teaching tools helping families gain financial literacy and life skills. For complete information about Moonjar products visit www.moonjar.com.

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