



For Immediate Release

Peoples Bank of Alabama Celebrates Bold Commitment to Improve Financial Education in Alabama

Hartselle, Alabama – April 24, 2014 – Peoples Bank of Alabama (PBAL) celebrates its new initiative to bring critical financial literacy education to high school students and adults across Alabama today. The bank has partnered with EverFi, Inc., the nation’s leading education technology company, to bring *Teen Moola U*, an interactive, web-based financial management program to 50 area high schools. The bank is also providing its customers and community with a new adult financial-education portal, *Moola U Basics* (www.Moola-U.com), designed to provide consumers with practical, non-commercial information about money management.

Powered by EverFi technology, *Teen Moola U* celebrated today at Hartselle High School, where PBAL recognized students for their outstanding work in completing the online program. The event included remarks from Hartselle Principal, Jeff Hyche, PBAL President, Chris Sawyer and EVP, Darris Frost, and included a certification ceremony honoring graduates of the program.

“We’re proud to announce over 3,000 students at 30 local high schools are now using Teen Moola U,” said PBAL President Chris Sawyer. “We’re excited for all of the students who have finished the course and are on their way to making better financial decisions. We invite the adults in our community to visit www.Moola-U.com to find many financial education resources available to them as well.”

Teen Moola U uses the latest in new media technologies – video, animations, 3-D gaming, avatars, and social networking – to bring complex financial concepts to life for today’s digital generation. After logging in, students enter a series of virtual worlds, such as the New York Stock Exchange to learn about investing, or the floor of a bank branch and they create a customized avatar and play a simulated Game of Life in which they are faced with real-life scenarios and can practice good financial decision-making in a safe environment. The six-hour curriculum maps to national financial literacy standards and tracks student knowledge gains as well as changes in attitudes and behaviors about these important issues.

Teen Moola U is offered free to high schools in communities served by PBAL including Cullman County, North Jefferson County, Morgan County, Marshall County, Cherokee County, Etowah County, and Blount County. *Moola U Basics*, the adult program, is also available free to the public. Learn more at www.Moola-U.com.

About Peoples Bank of Alabama

Peoples Bank of Alabama (PBAL) is the most convenient banking services provider for consumers and businesses in North Central Alabama with 23 branches, 28 ATMs and an advanced offering of online and mobile banking services including account opening, photo deposit and personal financial management tools. PBAL is a leader in commercial and retail banking, ebanking and promoting financial literacy in the five counties it primarily serves. Headquartered in Cullman, FDIC insured Peoples Bank has more than \$525 million in assets and is owned by a multi-bank holding company, Altrust Financial Services, Inc. Learn more at www.PeoplesBankAL.com.

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