

FOR IMMEDIATE RELEASE

Peoples Bank of Alabama Announces Bold Commitment to Improve Financial IQ of Alabama Citizens with New Free Program for Students and Adults

Holly Pond, Alabama – November 19, 2013 – Peoples Bank of Alabama (PBAL) announced a new initiative last week to bring critical financial literacy education to high school students and adults across Alabama. 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 schools. The bank is also sponsoring a new adult financial-education portal, *Moola U Basics* (www.Moola-U.com), a site designed to provide consumers with practical, non-commercial information about money management.

Powered by EverFi technology, *Teen Moola U* launched last Thursday at Holly Pond High School and the event included remarks from Alabama State Representative Randall Shedd, Cullman County Schools Superintendent Billy Coleman, Holly Pond High School Principal Kim Butler, and PBAL President Chris Sawyer.

“Every high school student and every adult should have a firm understanding of money management,” said Chris Sawyer, President of PBAL. “We are committed to providing quality financial education that engages consumers. We believe that the more informed people are about money management, the more it benefits them and the communities in which they live. This is a significant investment in our communities and a genuine effort to help people become better consumers of financial services.”

Holly Pond High School students provided a live demonstration of *Teen Moola U*, which 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 or the floor of a bank branch, and they create a customized avatar and play a simulated Game of Life allowing them to 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, North Jefferson, Morgan, Marshall and Blount Counties. *Moola U Basics* 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, 27 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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