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**GENERATION FINANCIALLY STRAPPED:
THE AVERAGE COLLEGE STUDENT GRADUATES WITH ALMOST \$3,000 IN
CREDIT CARD DEBT WHILE OVER 70 PERCENT OF AMERICANS TODAY
LIVE PAYCHECK-TO-PAYCHECK**
*GIVE THE GIFT OF FINANCIAL LITERACY THIS GRADUATION SEASON WITH
ON MY OWN TWO FEET, A NEW PERSONAL FINANCE GUIDE GEARED TOWARD
20 AND 30-SOMETHINGS*

Did you know that the average college student graduates with over \$3,000 of credit card debt? Or that over 30 percent of 18 to 24-year-olds currently live without health insurance? Even more worrisome, over 70 percent of Americans today live paycheck-to-paycheck, according to the American Payroll Association. Why not help stifle these statistics and reverse the growth of “generation debt” by purchasing a personal finance guide for the high school or college graduate in your life.

ON MY OWN TWO FEET: A Modern Girl’s Guide to Personal Finance (Adams Media; \$12.95 trade paperback/\$13.95 Canada; June 2007 – www.onmyowntwofeet.com) by personal finance experts Manisha Thakor, MBA, CFA and Sharon Kedar, MBA, CFA is the perfect gift to send graduates on their way into the world, toward a successful financial future. The lessons offered in this easy to understand, straightforward guide are useful to women – and men - of any age, but are especially important for women who are just starting out “on their own.” Suggestions such as creating three big savings funds – an emergency fund, a big-ticket items fund (i.e. a house, education or a car) and a retirement fund – are aimed to empower women to own their finances...and their lives.

Recognized among industry peers for their financial acumen, authors Thakor and Kedar offer advice on:

- Setting and reaching savings goals that will provide a cushion for the unexpected, help pay for “big ticket” items in the future and ensure a secure retirement
- Achieving long-term investment success through investing in the right mix of stocks
- Super-sizing retirement savings with tax-deferred and tax-exempt accounts
- Timing and (responsibly) financing the purchase of a house
- Talking frankly about money with your partner - ensuring financial compatibility and protecting yourself financially in a relationship

A typical woman has around \$2,000 of “unexpected” expenses yearly and half of the women surveyed between the ages of 24 and 35 by the Consumer Federation of America had less than \$500 in savings. Now is the perfect time to help graduates reverse this trend and start owning their lives from the beginning. Whether you’re a graduate buried under a mountain of credit card and student loan debt, a single mother reeling from the strain of going it alone, a married woman uncertain about the state of your shared finances, or simply worried that you’re not going to have enough to live on when you retire, **ON MY OWN TWO FEET** is your ticket to financial well-being.

Both Thakor and Kedar are graduates of Harvard Business School and have at various points in their careers worked as financial analysts, portfolio managers and client servicing/marketing executives for leading investment management firms with billions of dollars in assets under management. They’ve grown

accustomed to being assailed by women (at baby showers, in the supermarket) desperate for advice but stymied by a topic they find too boring or just plain scary.

Acknowledging the truism that we are drowning in information and starved for knowledge, Thakor and Kedar say that their main hope in writing **ON MY OWN TWO FEET** is to guide women to the one best place for the “right” personal finance guidance.

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ON MY OWN TWO FEET
A Modern Girl’s Guide to Personal Finance

Manisha Thakor and Sharon Kedar

Adams Business

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ABOUT THE AUTHORS

Manisha Thakor and **Sharon Kedar** earned MBA degrees from Harvard Business School and are Chartered Financial Analysts (“CFA”) charter holders. Thakor received her BA in American Studies from Wellesley College and lives with her husband in Houston. Kedar received her BA in Economics from Rice University and lives with her husband and daughter in San Francisco.