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NEWS RELEASE

For Immediate Release

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IDAHO JOINS NATIONAL INVESTOR EDUCATION CAMPAIGN

Boise, Idaho . . . Joining state securities regulators from Alaska to Florida, Idaho is kicking off an investor education campaign in the month of April aimed at raising financial IQs and helping residents recognize and avoid securities fraud.

As part of the fifth annual Facts on Saving and Investing Campaign, representatives from the Idaho Department of Finance will be available for interviews and visiting junior high and high schools to reach out to residents of all ages and backgrounds.

“The goal of the campaign is to help investors improve their financial literacy,” said Gavin Gee, Idaho Department of Finance Director. “One of our key messages is this: risk and reward always go hand in hand. We’re in a time of economic uncertainty and volatility, and con artists try to capitalize on that by telling people they can get high returns without taking big risks. Don’t buy it.”

State regulators warn that too often investors let a desire for above market returns cloud their judgment.

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During the month-long effort, state securities regulators will join a broad-based coalition of consumer groups, industry representatives and regulators to focus on youth financial literacy, ways to guard against fraud and how to prepare for retirement.

While volumes of investment expertise are now available at the click of a mouse, state securities regulators remain investors' first line of defense against fraud. They investigate complaints, bring enforcement actions, register brokers and educate investors at the grass-roots level.

For more information on state activities, contact Marilyn Chastain at (208)332-8004.

Department of Finance Press Releases and other information can be found on the Internet via the worldwide web at <http://finance.state.id.us> or may be obtained by contacting the Department at (208) 332-8080 or Idaho toll-free at 1-888-346-3378.

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