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FOR IMMEDIATE RELEASE

Alaris Financial Literacy Supports 2010 Real Economic Impact Tour

Donation of personal finance training to benefit 10,000 low-income persons with disabilities

ST. PETERSBURG, FLORIDA, October 08, 2009 – Alaris Financial Literacy™, the leading financial literacy e-learning curriculum, will play a prominent role in the 2010 Real Economic Impact Tour (REI Tour), which kicks off Oct. 21 in Washington, D.C. The Alaris Financial Literacy Credit Management curriculum will be donated to assist 10,000 low-income persons with disabilities in the 100 cities that the REI Tour will visit.

“We are delighted to contribute to this nationwide effort to provide financial education and other support to economically disadvantaged individuals with disabilities,” said Barbara Sealund, founder and CEO of Sealund & Associates Corporation, which develops and distributes Alaris Financial Literacy e-learning. “Managing credit cards, understanding credit reports and maintaining a strong credit score are critical personal finance issues for these individuals. Alaris Financial Literacy brings these topics to life with online learning that features engaging avatars, interactive exercises and entertaining simulations.”

Sealund is offering the Alaris Financial Literacy eLearning in an accessible format for people with disabilities. In addition, Sealund has created a contest for each city. The contest will allow cities to compete against one another by completing the Alaris Financial Literacy eLearning with the most people and the greatest scores. The winning cities will receive Mini-grants.

The REI Tour is a national initiative delivering free tax preparation and filing assistance, along with other asset-building strategies to low-income persons with disabilities. The REI Tour is a public-private collaboration designed to provide Americans with disabilities insight, tools and resources to improve their lives through financial education, training and counseling. For more information, visit www.realeconomicimpact.org.

Alaris Financial Literacy enables participants to experience Life Scenarios, Games, Financial Calculators and Virtual Learning Environments accompanied by an avatar functioning as their personal mentor. The avatar helps learners resolve personal financial difficulties while reinforcing the importance of essential topics such as Credit Management, Budgeting, Identity Theft, Debt Management, and more. Alaris Financial Literacy programs are highly effective educational aids for employees, associates and members of corporations, organizations, government agencies and postsecondary education institutions. Alaris Financial Literacy is in use at companies such as Northrop Grumman and PSCU Financial Services. For additional information, visit www.sealund.com/alaris.

Alaris Financial Literacy is based on a curriculum developed by USA Funds®, a nonprofit organization that supports preparation for, access to and success in postsecondary education. USA Funds licenses the curriculum to Sealund & Associates Corporation.

ABOUT SEALUND & ASSOCIATES CORPORATION

Since 1985, Sealund's vision is to provide custom eLearning, Simulations and Serious Games that successfully meet global clients' goals and objectives. The company fulfills this vision through its long-term business relationships with Fortune 1000 companies and organizations. Built on rock-solid trust, exceptional service and world class quality, these valued relationships are the result of Sealund's ability to consistently exceed client expectations. For more information about Sealund & Associates Corporation, visit us on the Web at www.sealund.com or call **800.434.8000**.