

NEWS OF WOMEN

Women Find Resources For Investment Advice

(NAPSA)—It's one of the last great taboos—women and money. That is, women talking frankly about money and investing with their families and friends, and becoming more actively engaged in planning for their financial future.

A Harris Poll survey sponsored by Charles Schwab & Co., Inc. (member NYSE/SIPC), found that:

- Discussions about money and investing fall somewhere between sex and drugs as the least-talked-about topics within families.

- When those discussions do occur, boys are much more likely than girls to be included in discussions about the stock market and estate planning.

- Only 53 percent of women (vs. 82 percent of men) have confidence in their investing abilities.

These findings have encouraged Schwab to develop a new program called *Women Investing Now*, to inspire women to become more confident and knowledgeable about investing and to pass along their knowledge as role models and money mentors to family and friends.

"Women live longer, spend less time in the workplace over a lifetime because of family commitments, earn less and tend to invest more conservatively," said Carrie Schwab Pomerantz, vice president/consumer education and daughter of company founder, Chairman and Co-CEO, Charles Schwab. "That is not a winning combination when it comes to retirement."

In fact, 80 percent of women will be solely responsible for their financial well-being at some point in their lives, according to the National Center for Women and Retirement Research. This statistic, combined with the survey finding that twice as many women as men across all generations find investing *scary*, motivated Schwab to develop new financial tools and resources. These tools address financial opportunities and challenges, as well as create a supportive community of women with similar life challenges and goals.



Carrie Schwab Pomerantz, daughter of Charles Schwab, is leading a new investment program for women.

"Ultimately, we want to inspire women to gain confidence in their investing abilities and to reach out to other women, including children, family members, co-workers and friends, with their financial knowledge" said Schwab Pomerantz.

According to the survey, things are starting to change. As women advance in the workplace, they are taking a bigger role in planning their family's financial future and they want to learn more about investing. But women tend to prefer gathering investment information through shared learning experiences such as investment seminars and clubs for women.

In response, Schwab has developed interactive seminars and workshops presented by women, plus a series of guides to help navigate challenging life transitions such as the death of a spouse and divorce. Another helpful resource is the new women's site, www.Schwab.com/women. This on-line information source features investment education, a community of women investors, and the tools and resources to take action—whether that involves creating or modifying a portfolio plan, executing a trade order, or finding a professional investment advisor. For more information, visit www.schwab.com/women, or for a listing of local seminars, please call 800-399-7141.