



October 13, 2009

For Immediate Release

Biz Kid\$, LLP appoints Film Ideas, Inc. as its exclusive distributor.

With the economic downturn, it is more important than ever before to educate our young people about personal finance and give them life skills. **Biz Kid\$** fulfills this need. Produced for public television in High Definition by the creators of the Emmy Award-winning series *Bill Nye The Science Guy*, **Biz Kid\$** is the fun, fast-paced series where kids teach kids about money and business. The Biz Kid\$ hosts and young business owners illustrate the importance of using credit wisely, saving, budgeting, investing, giving back to the community and how to be an entrepreneur.

For the first time, Film Ideas brings you **Biz Kid\$** on DVD, closed circuit and digital delivery systems. 26 episodes are available now, each supported by extensive lesson plans and fun activities. Biz Kid\$ is correlated to the National Standards in K-12 Personal Finance Education.

“Reaching as many youth as possible with a financial literacy message has always been the goal of **Biz Kid\$**,” explained Jamie Hammond, Biz Kid\$ Executive Producer. “With Film Ideas’ national distribution, they will give a big boost to our current outreach efforts.”

“Like *Bill Nye The Science Guy*, **Biz Kid\$** is sure to become a household name” exclaimed Michael Collins, Film Ideas President. The Biz Kid\$ have already appeared on the Today Show, rung the opening bell at the NASDAQ and efforts are underway in North Carolina to provide teachers Continuing Education Unit credits on how to incorporate **Biz Kid\$** into the curriculum of every North Carolina middle school.”

For more information, contact Film Ideas at 800-475-3456 or info@filmideas.com.

About Biz Kid\$, LLP – Production Company

Executive Producers – Jamie Hammond, Jim McKenna, Erren Gottlieb, Jeannine Glista

The talented **Biz Kid\$** team is best known for creating and producing *Bill Nye The Science Guy*. That series received numerous awards, including 26 national Emmys (two for Outstanding Children’s Television Series) and the 1999 National Science Board Public Service Award, among others. Over the past decade, the producers have also created more than 275 episodes for PBS in the areas of How-To and Natural History.

The team's experience includes working with Danny Thomas, Bob Hope, David Letterman, Willie Nelson, Gary Coleman, and many others, as well as on projects for NBC, CBS, ABC, The Food Network, General Electric, General Motors, Microsoft, National Geographic, and President Bill Clinton. Other honors for various projects include two Gold Medals from the New York Festivals, the first Annenberg Foundation Award, two Monitor Awards, and two Environmental Media Awards.

About Film Ideas, Inc.

Established in 1979, Film Ideas produces and distributes educational visual programs for K-12, universities, public libraries and a myriad of specialty and consumer markets. Film Ideas has become a trusted leader in the market by focusing on programs that are insightful, informative and entertaining.

Film Ideas' award winning programming is available on DVD, television and all digital delivery formats. Programs include supplemental teaching materials when applicable and public performance rights.

Film Ideas is "Education through Visualization." Visit us at www.filmideas.com to learn more and view online previews.