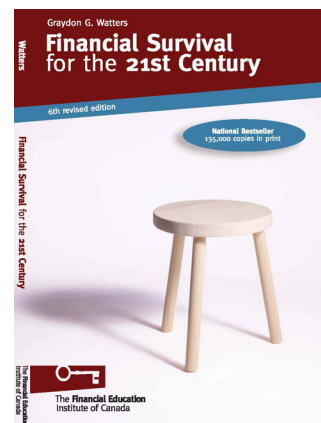




The **Financial Education**
Institute of Canada

**PRESS RELEASE June 20th, 2007 –
The Financial Education Institute of Canada**



Financial Best-Seller Gets Update

The Financial Education Institute of Canada has revised and updated ***Financial Survival for the 21st Century*** - one of Canada's best-selling books on personal financial management. The sixth edition features the latest information on investment, economic and tax matters, as well as an entirely new chapter on income strategies for Canadian retirees.

Written by Graydon G. Watters, *Financial Survival for the 21st Century* was originally published in 1995 and now boasts over 135,000 copies in print.

The book is primarily distributed through employers who want their employees to prepare for a successful retirement by understanding how public, company, and personal retirement plans work together to achieve results. It is expected that employees who are encouraged to learn about financial self-management will appreciate their employer-sponsored programs more and, in the long run, be much better off than those who are left to sort it all out on their own.

"Most Canadians know that the dreams depicted in the RRSP commercials on TV are not realistic and they know they need to do something, but they don't know where to start," says the author, Graydon G. Watters. "This book is designed to demystify the whole subject and equip the average non-financial person with what they need to succeed."

"We hear a lot about funding deficits in Defined Benefit pension plans," adds Christopher Cartwright, Vice President at the Institute. "I think Canadians are facing a 'knowledge deficit'. When it comes to retirement, what you don't know *can* hurt you. Publishing *Financial Survival* is part of the Institute's effort to address the issue with a low-cost, accessible solution."

Watters recognizes that all the technical details - the Baby Boom demographics, investment complexities, taxes and inflation - can be scary, but he strongly believes there is no excuse for inaction. "While a bulging Baby Boom generation reaching retirement age has its challenges, for us as individuals it is not a matter of abstract statistics - it is intensely personal and real," he says. Cartwright echoes that view. "In the end, it is up to each one of us to ensure our future has the measure of comfort and dignity we feel we deserve. I think that until financial self-management is taught in high school, this book should be required reading for all working Canadians."

Available through the Financial Education Institute of Canada, copies of the 6th edition of *Financial Survival for the 21st Century* can be ordered online at <http://www.feic-icef.ca> (Courses and tools page / books and tools link).

The regular price is \$19.95 (plus shipping & handling) and the Institute offers discounted prices for bulk orders.



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About The Financial Education Institute of Canada

The Financial Education Institute of Canada traces its roots back to 1984 when Graydon Watters founded Financial Knowledge Inc. to publish specialized financial planning books. Recognizing a growing need for comprehensive and unbiased financial information, he left a successful career in the world of retail investments and financial planning to develop the educational materials that no one else was offering. Since then, his books, seminars and planning tools have helped thousands of Canadians to achieve a realistic understanding of what financial success is all about. Building upon the foundation of traditional books, seminars and workshops, the Institute currently offers employee education through a comprehensive online curriculum comprised of over 30 lessons on a diverse range of money and life topics. The Institute's holistic approach encourages individuals to recognize that their future financial security is in their own hands. By engaging in the Institute's simple process, employees can make the most of the group plans available to them – and plan sponsors can know they have followed best practices in meeting their fiduciary responsibilities.

The Institute operates only on a fee-for-service basis. It does not sell financial products, nor does it receive any commissions. Its only business is education.

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