



NEWS RELEASE

T. ROWE PRICE LAUNCHES STAR BANKS ADVENTURE, A FINANCIAL EDUCATION GAME FOR KIDS

Free App and Online Game That Helps Kids Learn Smart Saving and Spending Habits Now Available for Download on iOS and Android Devices

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NEWS

T. Rowe Price has launched [Star Banks Adventure](#), an online game and mobile app, as a fun way for kids to learn financial concepts that will help them manage money in the future. Our 2015 [Parents, Kids & Money Survey](#) found that three-quarters of parents and kids think that game apps are a good way to teach kids about financial matters. Star Banks Adventure, now available for download on iOS and Android devices and online at [starbanksadventure.com](#), is designed with a tile-matching concept to reinforce financial education topics and engage kids in an epic adventure to save the galaxy from financial chaos.

Success in Star Banks Adventure requires smart financial planning and wise investing. With educational content created by CERTIFIED FINANCIAL PLANNER™ professionals at T. Rowe Price, the app and online game explores financial concepts including goal setting, saving and spending wisely, inflation, asset allocation, and diversification. In Star Banks Adventure, players partner with Odal, an alien guide, to stop Overlord Zek, the evil mastermind bent on causing financial chaos. Players can use different star banks to save coins and build space devices to travel to the planet Polaria. Solve puzzles, answer quiz questions, and use power-ups to triumph in this space adventure game, while interactive game mechanics make keeping track of investments throughout the game both fun and easy. Other game features include:

- Interactive science fiction story and graphics
- 30 money-saving puzzle levels to complete
- Six quiz levels for extra coin saving power
- Nine power-ups to help master a level
- Dynamic financial goals and difficulty
- Educational content created by financial professionals

Check out a preview of the game on [YouTube](#).

T. Rowe Price encourages parents to invest in their kids' futures by talking to them about money matters weekly. To help, the firm created [MoneyConfidentKids.com](#). The site provides free online games for kids, lessons for educators, and tips for parents focused around the financial concepts of goal setting, spending versus saving, inflation, asset allocation, and diversification.

QUOTE

[Stuart Ritter](#), CFP®, senior financial planner at T. Rowe Price and father of three young kids

“For several years, T. Rowe Price has used online games and experiences to engage kids and to make learning about money matters fun and interactive. By learning and practicing financial concepts at a young age, kids can develop a strong foundation and gain a sense of responsibility and confidence to help them make the right decisions as they begin earning and managing money on their own.”



ABOUT T. ROWE PRICE

Founded in 1937, Baltimore-based T. Rowe Price (NASDAQ-GS: TROW) is a global investment management organization with \$746.8 billion in assets under management as of December 31, 2014. The organization provides a broad array of mutual funds, subadvisory services, and separate account management for individual and institutional investors, retirement plans, and financial intermediaries. The company also offers a variety of sophisticated investment planning and guidance tools. T. Rowe Price's disciplined, risk-aware investment approach focuses on diversification, style consistency, and fundamental research. For more information, visit troweprice.com, Twitter (twitter.com/troweprice), YouTube (youtube.com/trowepricegroup), LinkedIn (linkedin.com/company/t.-rowe-price), or Facebook (fb.com/troweprice).

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