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# News Release

**FOR IMMEDIATE RELEASE**

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## **STOCKHOLM-BASED BONANZA EDUCATION EXPANDS INTO US MARKET**

### ***Swedish Solutions for Financial Literacy Arrive in the United States Providing Relief for Number Haters***

**Powell, Ohio, Oct. XX, 2009** – Bonanza Education AB, today announced it is expanding into the world's largest business market by bringing its proven financial literacy programs to the United States.

For more than 19 years, Bonanza has been providing relief to number haters in Europe and Australia by using easy-to-understand graphs to represent financial statement information. Bonanza delivers this innovative approach to financial literacy through multiple channels – a two-day facilitated program, a Web-based e-learning module and the visual language tool BonanzaGraf.

“Financial statements are considered a foreign language to a vast majority of employees who work outside of the finance function at companies, and that is a huge barrier to connecting them with the key drivers for business success,” said Steven Wade, chief executive officer of Bonanza Education USA. “The financial literacy programs delivered through Bonanza’s concepts translate numerical tables into a universal graphical language that turn the once difficult and avoided financial discussions into collaborative conversations. When employees have a better understanding of the financial drivers for the company, they make better decisions, and companies can unlock the embedded innovation within their existing employee base.”

The visual language developed by Bonanza enhances the skills and speed of assimilation of employees who already have a grasp of financial principles and enables those who don't like numbers to truly understand and begin to contribute to the financial conversation. Several European banks have successfully used the Bonanza concepts to build and enhance their relationships with clients, as well as, explaining the client's own financial situations.

Bonanza was founded in Stockholm, Sweden in 1991 by Peter Soderholm and Joakim Ortner with the core belief that finance can be simplified, clarified and even made to be fun. Their solution was to innovate a method to visualize financial information and avoid classic

spreadsheets and reports that only included numbers. Nearly two decades later, the Bonanza concepts and programs are used to simplify financial information in a dozen countries on three continents across the globe.

### **About Bonanza Education**

Since its inception in 1991, Bonanza Education has helped hundreds of thousands of people to understand finance, profitability and business challenges. The company's programs have been translated into multiple languages with partners in a dozen countries. Today, the company provides financial literacy programs in both the classroom setting and through highly-interactive modules over the Web. Bonanza's analysis and presentation software is used in a wide range of companies to clarify the financial message, facilitate analysis and unlock embedded innovation within the organization. To learn more about Bonanza Education, visit

[bonanzaeducationusa.com](http://bonanzaeducationusa.com)

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