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PRESS RELEASE



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NuMoola Named Finalist in SXSW Amazon Alexa Challenge

PITTSBURGH, PA, February 12, 2020 - NuMoola, an educational, family-focused consumer banking financial technology platform, today announced it has been named one of six finalists in the 2020 SXSW Amazon Alexa EdTech Skills Challenge. This exciting competition is designed to find the best application of education technology in the U.S. On March 12, 2020, NuMoola will showcase its new Amazon Alexa Skill before a panel of esteemed judges and a live audience.

Following a rigorous application process, NuMoola was selected to develop the best use of voice application for educational purposes. Through a combination of child-focused tools and gamified financial education, NuMoola will explore utilizing Amazon Alexa to improve family financial literacy.

"We are thrilled to be named a finalist among such an outstanding field of innovative education-focused companies in the technology space," said James Haluszczak, Founder and Chairman of NuMoola. "It is exciting to see the impact NuMoola is making on the family network as children and parents learn how to manage money, missions, and budgets."

The Amazon Alexa voice application created and presented by the NuMoola team will be one of the latest features available in the upcoming launch of NuMoola Version 2.0. In addition to overall improvements in application performance and usability, this newest version will offer Automatic Bank Account Verification to provide all family members with a user-friendly experience.

While SXSW is celebrating its 33rd year, the Amazon Alexa EdTech Skills Challenge is a new event for the Austin, Texas-based conference, festival, and competition series. This inaugural competition presents the opportunity for finalists to build a skill that addresses education challenges and positively impacts students, faculty, administrators or other education stakeholders.

For more information, please visit NuMoola.com.

About NuMoola

NuMoola is an educational, family-focused consumer banking financial technology platform. Our software enables full family engagement in the financial well-being of a child through child-focused tools for personal savings, goal setting, investing, charitable giving, and gamified financial education. NuMoola's banking and educational services create engaged customers across the entire family network.