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Subprime Crisis Makes Financial Literacy a Top Priority

Financial Expert Teaches Techniques to Help Keep Your Head Above Water

Los Angeles, Calif. (February 14, 2008)—The sub-prime mortgage crisis is continuing to rear its ugly head. Financial expert Gene Siciliano stresses that, in order for people to hold on to their homes and to make sound future financial decisions, financial literacy is more important now than ever before.

“Business finance and personal finance have one thing in common, says Siciliano. They rely on the financial knowledge of the people who make the decisions.

If people are either ill informed about financial matters or they don’t take the time to educate themselves and explore their options, it’s really easy to make poor financial decisions. In his book, *Finance for Non-Financial Managers* (McGraw-Hill, 2003), Siciliano stresses the importance of financial literacy and, though the book is geared toward the business professional, the lessons are applicable to anyone in a position to make a personal financial decision as well.

John Hope Bryant, founder of Operation HOPE, recently said to the California state Committee on Banking and Finance, This sub-prime mortgage crisis in America is ground zero for making the case around financial literacy, and thereafter for making the case for action around financial literacy empowerment, for youth and adults alike.

Siciliano hopes that, through his book and his coaching seminars, financial literacy will become a top priority for Americans today.

People are struggling to cope with the increasingly complex financial decisions that are necessary to succeed, says Siciliano. The complexities of home financing have confused many people to the point that they made bad decisions.

For more information about Gene Siciliano, please visit www.GeneSiciliano.com. To schedule an interview with him, please contact Leyna McKenney at The Ictus Initiative, (617) 840-4689 or Leyna@IctusInitiative.com.

Gene Siciliano, a former CFO and CPA with over 30 years of financial and general management experience, has held top financial management positions with Computer Sciences Corporation, Epson America, and Superscope, Inc., among others. As a consultant, he has acted as Chief Financial Officer for over a dozen companies—both publicly traded and privately owned—earning himself the title “Your CFO for Rent.” A member of the National Speakers

Association, Gene is also the author of Finance for Non-Financial Managers (McGraw-Hill, 2003).

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