



For Immediate Release

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LEADING EUROPEAN BANK – BANKINTER – OPENS BRANCH IN WHYVILLE.COM
***More than 100,000,000 clams (25 % of clams in circulation) deposited
by children in first week of bank operation***
Whyville leads the way in Financial Education with its 3MM users

(Pasadena, CA – October 9, 2007) – Government officials, the media, and educators are increasingly drawing attention to the lack of financial education for America’s youth, especially in light of the subprime mortgage crisis. Today, Numedeon, Inc. announced the opening of a virtual branch of Spanish-based Bankinter in its educational virtual world for tweens and teens, Whyville.com. Bankinter is recognized as a world leader in the introduction of new technology to the banking industry. After a week, Whyville’s users have already elected to deposit more than 100,000,000 clams (Whyville’s virtual currency) into the virtual bank. This amount is equivalent to more than 25% of all the clams in circulation in the virtual world. 90,000,000 clams have been deposited in certificates of deposit (CDs), while 21,000,000 have been deposited in interest bearing savings accounts. Users visit the bank to monitor and manage their accounts.

“Opening a virtual bank in Whyville is absolutely a natural for our bank whose fundamental approach to business is based on the education of our customers,” says Mr. Fernando Alfaro Aguila-Real, general manager at Bankinter. *“The financial services currently available in our branch in Whyville are just the first step in establishing a thoroughly modern and diverse set of financial services and instruments for Whyville’s citizens.”*

Dr. James Bower, Founder and CEO of Numedeon, Inc., the company that runs Whyville.com says, *“We are thrilled to begin this partnership with Bankinter. Our children have been asking for years for*

opportunities to earn interest on their hard earned clams. The fact that they have elected on their own to deposit so many clams in Bankinter-Whyville indicates both their enthusiasm for the bank, as well as their existing sophistication in money management. We expect they will respond with similar enthusiasm to a range of new financial instruments we will soon make available.”

Whyville specializes in using the virtual world medium to actively engage boys and girls 8-15 in a wide range of subject matters, some serious, and some just fun. Over the past year, it has rolled out programs promoting reading (supported by Scholastic); pop music artists (EMI, Virgin Records, Hollywood Records, Radio Disney); involvement in the debate over global warming (An Inconvenient Truth / Penguin Books), automobile engineering (Toyota), human disease (Centers for Disease Control and Prevention) and biotechnology (Texas Workforce Commission), to name only a few. This banking project is explicitly designed to educate and engage kids in a range of important economic issues including lending practices and interest rates, finance, credit, the importance of savings and more.

About Bankinter

Bankinter, the 5th largest bank in Spain, is a multichannel bank that provides a broad range of relation and financial operation possibilities to its customers. It pioneered in Spain the use of alternative channels such as Telephone, Internet and, now, mobile terminals, and is the market leader in the use of each one of these remote banking systems. Some of its strengths include its service quality, the constant innovation in products and channels and state of the art technology. <http://www.bankinter.com>

About Whyville

Whyville.com is the only learning-based virtual world for today's digital kids. For eight years, the site has successfully created an environment that engages its vested "citizens" to learn about life, while having fun. Inside Whyville, kids play, earn virtual currency, socialize, learn, design, eat, dance, govern and much more. For sponsors, Whyville enables organizations to ***be on the inside*** of the virtual world, providing them with the means to truly interact with the hard-to-reach demographic of 8 to 15 year olds. Numedeon, the parent company of Whyville, was created by scientists from Caltech to invent innovative new ways to harness the power of the Internet for the purpose of engagement and real learning. Whyville.net will shortly have more than 3 million registered users. In addition to its flagship property, Numedeon has developed a number of “private label” virtual worlds using its proprietary technology.

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