

FOR IMMEDIATE RELEASE

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SmartyPig announces “\$20,000 Gift Card Giveaway,” the ultimate 50-hour, pre-holiday contest.

October 22, 2010 – DES MOINES, IA - SmartyPig, the leader in goal savings, unveiled today a contest to award users and non-users alike \$20,000 in gift cards. Based on its popular Twitter contests, this giveaway will run hourly (7am-4pm CT) from October 25-29. The giveaway includes prizes from such merchants as Home Depot, Pottery Barn, Macy’s and Toys R’ Us.

Contestants do not need to enter the contest, but rather reply via e-mail to questions based on current events posted on SmartyPig’s Twitter and Facebook pages to become eligible to win. A winner will be randomly selected each hour upon correctly answering the question.

The contest comes at a pressing time, as the holiday shopping season nears and the average consumer is forecasted to spend \$688 on gifts and holiday travel. SmartyPig is holding the contest so as to help winners pay for their seasonal purchases or use the cards as gifts themselves.

Full contest details here: <http://blog.smartypig.com/read/smartypig's-“20000-gift-card-giveaway”%20/>

ABOUT SMARTYPIG

SmartyPig is a consumer finance site where you can earn high interest on your savings goals and get cash back when making a purchase with premium retailers and top travel companies, all while never relying on credit cards. Family and friends can also help achieve financial goals by securely contributing to your account via social networks like Facebook. Launched in April 2008, SmartyPig has proven extremely popular with consumers throughout the U.S. and in Australia where it partnered with Australia and New Zealand Banking Group Limited (ANZ) to launch www.smartypig.com.au. To date, SmartyPig customers have opened savings accounts with more than \$600 million in U.S. deposits and have reached more than \$300 million in savings goals. The system is based on proprietary, patent-pending technology and features the latest in security standards. SmartyPig’s U.S. banking relationship is with BBVA Compass. All funds held on deposit are FDIC insured up to the applicable legal limits. SmartyPig is based in Des Moines, Iowa. For more information on how to get started, please visit <http://www.smartypig.com> and follow us on Twitter: www.twitter.com/smartypig.

BBVA Compass is a trade name of Compass Bank. Compass Bank, member FDIC.

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