



FOR IMMEDIATE RELEASE (SEPT. 10)

CONTACT: Scott Klososky

Shryk, LLC

1125 SE Grand Blvd, Ste 102

Oklahoma City, OK 73129

(405) 226-9897

info@shryk.com

OKLAHOMA-CITY BASED ONLINE BANKING SOFTWARE COMPANY AIMS TO IMPROVE AMERICA'S FINANCIAL FUTURE

Shryk, LLC vies for \$50,000 Prize at TechCrunch50 in San Francisco

San Francisco, CA—Shryk, LLC, a next generation online banking start-up, is pleased to announce its 360-degree approach to financial literacy and the financial stability of future generations. Shryk made its case at TechCrunch 50 this morning on how to make that happen.

The parent company, Shryk, will launch two nationally branded initiatives, wePro\$per.org, an interactive financial literacy site for educational institutions and communities, and iThryv, a customizable online banking tool offered through banks and credit unions, and initially provided for young people, ages 5 to 24 years-old. The companies will begin the Beta testing phase immediately.

“By providing experiential learning to schools and communities for free, our hope is that everyone has an equal opportunity for financial success,” said Gary Nelson, Shryk’s co-founder. “While banks and credit unions have been providing simplistic online resources to customers, iThryv enables them to provide a robust, customizable home banking experience for family’s to manage transactions and learn about many aspects of managing money .”

Much like the popular social communities and online gaming sites the younger generations use on a daily basis, iThryv actually makes finances fun. iThryv lets customers pick their own “flavor” with backgrounds and graphics so a person’s online bank truly reflects one’s personality and needs. From there, the customer can see one’s whole financial picture – savings, checking accounts, deposits, past transactions and savings score. The system also provides tips and tools to educate the consumer and help the customer make smart choices.



"iThryv is the first premium online banking system that is provided for young people. This service simply has not existed until this point. We are very excited to have a chance to use technology in this way to reach kids on a subject that is critical for their future," said Nelson.

wePro\$per.org has the same functionality as iThryv, only the site uses "play" money so teachers at all grade levels can teach financial literacy in the classroom and community programs and families can use it as a learning tool.

Other unique features in both programs include tools for kids to build neighborhood businesses from pre-built business. The ability for parents to set up automatic allowance drafts, a savings match program, and a sophisticated content delivery system that give each young person content that is appropriate to their level of financial literacy.

Shryk was the brainchild of Scott Klososky, a technology entrepreneur, consultant and professional speaker, and was co-founded by Gary Nelson, president of Advanced Financial Solutions in Oklahoma City and a number of other local investors. For more information on Shryk, call (405) 226-9897, e-mail info@shryk.com and visit www.shryk.com.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital <<http://www.sequoiacap.com/>> , Mayfield Fund <<http://www.mayfield.com>> , Clearstone Venture Partners <<http://www.clearstone.com>> , Charles River Ventures <<http://www.crv.com>> , Founders Fund, Perkins Coie and Fenwick & West <<http://www.fenwick.com>> .