

# News Release

**For Immediate Release**  
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## **3D Personal Finance Course Released to Colleges and Universities**

OKLAHOMA CITY, OK – August 7, 2009 --- 3D animation, gaming technologies, and the best in personal finance methodology merge in the release of Life Finances College Edition, a personal finance course developed for colleges and continuing education providers.

Colleges and universities who recognize the advantage of using advanced technologies are arranging to offer the course for the 2009-2010 school year. Life Finances College Edition allows multiple instructional methods to be used by college instructors. Colleges expressed initial interest in using Life Finances as a required online freshman orientation course and as a concurrent course for high school seniors preparing for college.

Life Finances is a foundational, 10 module course covering topics such as credit, banking, insurance, investments, mortgages, etc. The course immerses students in a storyline and requires thoughtful responses to real life circumstances. As decisions are made throughout their virtual lives, participants see the financial consequences on their financial statements. With the help of a cast of animated characters, students are encouraged to make sound financial decisions.

The developer, Vertical Learning Curve, partnered with publisher, 4t Nox, to create the Life Finances College Edition. Dr. John Cragin, a business professor and CEO of Vertical Learning Curve says, "A large number of college students assume a substantial amount of debt when in school and have never had exposure to basic financial principles. If we can help students avoid becoming young debtors and better manage the debt they have, then we will have made a positive impact in their lives. Ultimately, making a positive impact is the goal of Life Finances."

Vertical Learning Curve ([www.vlcglobal.com](http://www.vlcglobal.com)) is a leader in the development of virtual reality education and training. VLC created the world's first MBA program that embraces the full functionality of web 2.0 technologies and is working with a number of highly-ranked universities to deliver simulation based courseware.

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*Media interested in interviewing John Cragin or obtaining photos can contact  
Trish Zylstra at the number listed above.*