



FOUNDATION

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SIFMA Foundation and McGraw Hill Financial Announce National Winner of InvestWrite® Competition

Capital Markets Expert is an Eighth Grader!

- Conner Thurtell of Long Beach Middle School, Long Beach, MS wins national distinction in the SIFMA Foundation's InvestWrite® essay competition with McGraw Hill Financial.
- InvestWrite, made possible since 2013 by McGraw Hill Financial and delivered in Mississippi by the Mississippi Council on Economic Education, challenges 4th - 12th graders to analyze investments and recommend portfolio allocations targeting financial goals.
- Conner Thurtell is among 20,000 students nationwide who take the InvestWrite challenge each year, developing the personal financial savvy needed to make real-world financial decisions.
- Thurtell and teacher Trena Attipoe will be recognized by representatives of the Mississippi Council on Economic Education at a recognition event to be held at Long Beach Middle School, Long Beach, MS on March 26, 2015 at 10:30 AM CT.

Long Beach, MS, March 26, 2015 – It takes years to build up the financial savvy to navigate the markets. **But Conner Thurtell is decades ahead of the game**, having just won distinction as the third place national winner in the SIFMA Foundation's InvestWrite® essay competition with McGraw Hill Financial.

Thurtell, in eighth grade at Long Beach Middle School, Long Beach, MS claims this recognition in the middle school division of the Fall 2014 competition.

The SIFMA Foundation's InvestWrite competition was launched in 2004. The program, made possible since 2013 by McGraw Hill Financial, and delivered in Mississippi by the Mississippi Council on Economic Education, challenges 4th - 12th grade students to analyze an investment scenario and recommend portfolio allocations targeting short- and long-term financial goals. The competition serves as a culminating activity for nearly 600,000 students nationwide who compete in The Stock Market Game™ program each year.

InvestWrite invites students to develop the personal financial savvy needed to make real-world financial decisions with confidence and a deeper understanding of opportunities, consequences, and benefits. Students consider real-world economic events and trends, conduct research online, develop investment recommendations and, in the process, gain the skills to prepare for their own financial future. They work in groups during the Stock Market Game program but then write essays individually about their experience. Thurtell is one of 20,000 students across the nation who take the InvestWrite challenge each year. Winning InvestWrite essays are chosen through rigorous judging by thousands of teachers and industry professionals who evaluate students' understanding of asset allocation, the stock market, and factors that drive investments as well as their expression of investment ideas in essay form.

"Teaching students at a very young age the basics of finance and the stock market is essential to their broad education and to being well-informed investors later in life," said Douglas L. Peterson, President and Chief Executive Officer of McGraw Hill Financial. "As financial markets become more complex and more global, investors of all ages can benefit from learning how to save, spend and earn money wisely—what we call 'financial essentials.' We are delighted to support the SIFMA Foundation and congratulate Conner Thurtell on this achievement."

"SIFMA Foundation's Stock Market Game and InvestWrite are transformative programs that prepare students like Conner Thurtell for college, career and life while teaching them about the capital markets," said Melanie Mortimer, President of the SIFMA Foundation. "Our students do measurably better on math, economics and personal finance tests. They also learn to work in teams, manage change, monitor and analyze the impact of global business and economic activity, and become smart consumers. We are

proud to partner with McGraw Hill Financial and applaud their longstanding commitment to providing young people a better understanding of the capital markets and a better future.”

The SIFMA Foundation’s InvestWrite competition bridges classroom learning in mathematics, social studies, language arts, business and economics with the practical research and knowledge required for long-term personal financial planning. Students are, in fact, building on what they have learned through their participation in the Stock Market Game, which has reached more than 15 million students since its inception in 1977.

An independent study by Learning Point Associates found that students who participated in the Stock Market Game scored significantly higher on mathematics and financial literacy tests than their peers who did not participate. They also found that teachers who taught the Stock Market Game reported that the program motivated them to better plan for their own financial futures. The Stock Market Game has been named the only program that successfully increased scores on the Jumpstart Coalition’s test of high school students’ financial literacy.

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Conner Thurtell’s Winning Essay: Tesla – Changing Tomorrow, Today

The stock I have chosen is Tesla Motors, Inc. (TSLA), because Tesla is an innovative company with a mission to change the way we use energy. In our portfolio we purchased 40 shares of Tesla on November 11th, 2014 for \$247.74 per share at a total cost of \$9,909.60. As I write this, Tesla is now trading at \$223.71 per share and our investment is valued at \$8,948.40. Tesla has not been a very good short-term investment but I believe it is an excellent long-term investment and a company that will truly change the way we live in the future. Tesla Motors manufactures electric cars, electric vehicle drivetrain components, cutting edge electric batteries, and electric vehicle recharge stations.

Tesla attacks the electric vehicle market on all levels and produces components that are assembled into one of the most efficient lines of electric cars (and by far the most attractive). They own the rights to the innovative components they have created and now sell them to other electric car manufacturers. This means that even if their own line of automobiles isn’t successful they can still see financial success through the sales to their competitors. The company has also made significant breakthroughs in the storage of electric energy, what we commonly refer to as batteries. Tesla’s new battery technology allows their cars to travel further (306 miles) without recharging than anyone else’s. When you do need to recharge, Tesla has invested in a “Supercharger” network of locations where you can quickly recharge your electric car. By focusing on the entire infrastructure that is required to make electric automobiles a success, Tesla has positioned themselves to have tremendous growth as the market develops.

The market will develop quickly because there are many reasons for the world to move away from fossil fuels, such as: fossil fuels are a limited resource, pollution is created from burning fuels, the impact of global warming on the environment, and the very low cost of electricity. All of this helps further support Tesla’s future. An offshoot of Tesla’s work with batteries has been the development of stationary batteries that can be used in connection with a solar array. This technology is being ramped up

for production in their new factory being built outside of Reno, Nevada. The so-called gigafactory will be the world's largest. This means that people will be able to buy an electric car and a solar system to charge the car, and be truly independent of fossil fuels and the power company. Tesla has already deployed solar technology at some of their supercharging locations and it is showing very promising results.

Tesla was first listed on the NASDAQ Global Select Market under the symbol "TSLA" on June 29, 2010 at an opening price of \$17.00 per share and raised over \$2.1 billion to help grow the company. The stock market plays a very important role in the future of Tesla. It is clear to me that Tesla has a long way to go until the idea of electric cars is adopted by the public in huge numbers and there is still additional development needed in electric car technology. The investment needed in research and infrastructure for electric cars is massive and it will take a long time before all the pieces are in place. Every day that goes by where Tesla operates but doesn't sell enough products to make money means they need to get money from investors or borrow money from debt markets to pay their bills. Tesla has only made one public offering so far, but I am sure they will need to issue many more shares as time goes on.

The capital markets are a huge benefit to Tesla and companies like it. The markets allow individual investors to contribute toward a company's future and play a part in funding innovative companies. The investors that own stock in Tesla will be rewarded over the long-term through the appreciation of the company stock, but this could take many years. I am confident that by the year 2031 (when I turn 30 years old), Tesla will be positioned to be the next Exxon or Mobil and there will be a huge payoff to the investors that had enough vision to buy the stock early on.

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The SIFMA Foundation is dedicated to fostering knowledge and understanding of the financial markets for individuals of all backgrounds. Drawing on the support and expertise of the financial industry, the SIFMA Foundation provides financial education programs and tools that strengthen economic opportunities across communities and increase individuals' access to the benefits of the global marketplace. Notable Foundation programs include The Stock Market Game™, which has enabled more than 15 million students to become financially prepared for life, the InvestWrite® national essay competition (www.investwrite.org), Capitol Hill Challenge™ and Invest It Forward™. For more information on the SIFMA Foundation, visit www.sifma.org/foundation.

McGraw Hill Financial, a leading financial intelligence company, is committed to empowering people by teaching the financial essentials necessary to navigate and thrive in the world. The company has supported The Stock Market Game™ since 2000. The company's iconic brands include: Standard & Poor's Ratings Services, S&P Capital IQ, S&P Dow Jones Indices, Platts, CRISIL, J.D. Power, and McGraw Hill Construction. The company has approximately 17,000 employees in 27 countries. Additional information is available at www.mhfi.com.

The Mississippi Council on Economic Education (MCEE) has a mission to increase economic and financial literacy in Mississippi by providing resources and training to public and private K-12 school teachers, empowering students to create a more prosperous future for themselves and Mississippi. The MCEE's purpose is to enhance the quality of instruction in economics, entrepreneurship, and personal

finance to Mississippi's K-12 students in ways that are academically sound and nonpartisan. We train teachers to be proficient in teaching students a demonstrated understanding of economic and financial literacy in order to make informed financial decisions throughout their lives. To find out more about the MCEE and its programs, visit www.mscee.org

The Securities Industry and Financial Markets Association (SIFMA) is the voice of the U.S. securities industry, representing the broker-dealers, banks and asset managers whose 889,000 employees provide access to the capital markets, raising over \$2.4 trillion for businesses and municipalities in the U.S., serving retail clients with over \$16 trillion in assets and managing more than \$62 trillion in assets for individual and institutional clients including mutual funds and retirement plans. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit <http://www.sifma.org>.

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