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By Kids For Kids

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Warren Buffett's *Secret Millionaires Club* "Grow Your Own Business Challenge" Announces 3rd Year of Competition!

Competition Sponsored by Fairholme Foundation

Stamford, Conn., October 22, 2013 – The Fairholme Foundation today announced the launch of the third year of competition for the Warren Buffett ***Secret Millionaires Club*** "Grow Your Own Business Challenge." The national online competition is open to kids 7-14, who are invited to create a new business idea. The competition, sponsored by the Fairholme Foundation to further its mission of improving [financial] education, launches at noon on October 22, 2013 and ends on January 31, 2014.

The *Secret Millionaires Club* is an animated TV series created by A2 Entertainment and airs on the Hub Network, a destination for kids and their families, featuring the voice of Warren Buffett as a mentor to a group of kids as they learn important financial and entrepreneurial lessons.

In May 2014, five individuals and three team finalists in the competition will be flown to Omaha, NE to present their winning ideas to Mr. Buffett and a panel of VIP judges. One Grand Prize individual and members of one Grand Prize team will each be awarded \$5,000. The finalists will be invited to nominate a teacher who was most inspirational in the process to join them in Omaha and win up to \$1,000. For full rules and to enter please visit www.SMCKids.com. A new addition to the final event this year is the University of Miami's Launch Pad Entrepreneur Team. The team will host a workshop at the event to offer advice and guidance to the finalists.

Last year, almost 4,000 kids from across the country entered the "Grow Your Own Business Challenge." Last year's winners were Matthew Myer from Cincinnati, OH and Team Kidpreneur (Kennedy Sabharwal, Sawyer Beeler and Spencer Sabharwal) from Lexington, KY. Their ideas stood out because of their creativity, entrepreneurship and inventiveness.

"I am proud of the difference that *Secret Millionaires Club* is making in the lives of today's youth," says Warren Buffett, CEO Berkshire Hathaway. "The skill set that all of the children who enter the competition are learning is something that they will have and build on for the rest of their lives."

"The Fairholme Foundation is passionate about helping young adults succeed," says Bruce Berkowitz, trustee of the Fairholme Foundation. "This program is a great way for us to provide guidance and information to bright and ambitious students to help them on the path to success."

The *Secret Millionaires Club* Learn & Earn promotion offers an educational website and on-line materials for educators, parents and volunteers to extend the valuable lessons from Mr. Buffett into the classroom, home and afterschool programs. Girls, Inc., Junior Achievement and 4-H are all participating in the program this year.

The “Grow Your Own Business Challenge” is a part of the *Secret Millionaires Club* Learn & Earn financial literacy promotion, which is sponsored exclusively by the Fairholme Foundation and reaches over 100,000 classrooms and youth organizations with free tools and lessons for teaching good financial habits to youth.

In October, the *Secret Millionaires Club* is also launching the SMC Business in a Box, Secret Millionaires Club DVD Volume 2 and a new book, *Secret Millionaires Club: Warren Buffett’s 26 Secrets to Success in the Business of Life*, written by Andy and Amy Heyward.

The series airs on the Hub Network. Tune in on Sunday, November 24 at 9 a.m. ET/6 a.m. PT for a new episode of “Secret Millionaires Club” titled “The Gift” featuring special guest, Bill Gates. The episode will encore Monday, November 25 at 11 a.m. ET/8 a.m. PT. There will also be a new episode titled “Just Say Snow!” that will air Sunday, December 22 at 9 a.m. ET/6 a.m. ET. The episode will encore Monday, December 23 at 11 a.m. ET/8 a.m. PT.

About Fairholme Foundation

The Fairholme Foundation invests in under-valued paths to improving education. Our key: Ignore the crowd by circumventing long-standing roadblocks to progress. The Foundation is a 501(c)3 organization solely funded by Fairholme Capital Management and its affiliates.

About A Squared Entertainment LLC

A Squared Entertainment creates, produces and distributes original “content with a purpose” for kids, meaning entertainment that is as enriching as it is entertaining. In addition to *Secret Millionaire’s Club*, the company is creating *Thomas Edison’s Secret Lab* to encourage kids in math and science. It also created *Martha & Friends* with Martha Stewart to inspire creativity, through crafting and cooking. And, *Gisele & the Green Team* with Gisele Bündchen to enlighten kids about the environment. The company also has an exclusive partnership with Stan Lee’s POW! Entertainment and Archie Comics. Together, they have created *Stan Lee Comics* and have four new superhero series in development. The first, *Stan Lee’s Mighty 7*, debuts early next year with a trilogy of original films and comic books.

About By Kids For Kids

By Kids for Kids® (BKFK®) is a platform that empowers youth invention, innovation and entrepreneurship. BKFK promotes youth social innovation and partners with leading corporations to inspire product development, crucial technology skills, invention, and innovation in young people from 8 to 22. BKFK provides a unique platform for young people to develop, showcase, and commercialize their products, inventions and entrepreneurship. BKFK’s “cycle of innovation” develops critical 21st Century skills in our nation’s youth. The company provides educational resources — curriculum and challenges that promote social change, product development and entrepreneurial endeavors. Learn more: www.bkfk.com.

About the Hub Network

The Hub Network is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub Network's lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in over 73 million U.S. households. The Hub Network logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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