

News Release

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CHARLES SCHWAB LAUNCHES LIGHTHEARTED VIDEO SERIES TO HELP CONSUMERS THINK TWICE BEFORE SPENDING THEIR CASH

Facebook contest for “Oh Chuck! I Blew My Cash” invites consumers to share their own stories for a chance to win \$10,000 in a Schwab brokerage account

SAN FRANCISCO, CA, May 29, 2012 – Charles Schwab launched a new video series today that addresses a common situation many people have faced: impulse spending. The series, titled “Oh Chuck! I Blew My Cash,” features Schwab Founder Chuck Schwab listening and offering advice to six people who made ill-advised but humorous spending decisions. The videos can be found on Schwab’s [Facebook](#) page and on [YouTube](#).

“We’ve all made impulse purchases, yet in the back of our minds we’re aware of the important balance between spending and saving,” said Laurine Garrity, Schwab’s chief marketing officer. “Saving and investing are serious topics, but the seriousness can sometimes get in the way of addressing the issues, so we took a light-hearted approach to the topic while also trying to highlight some ways to get on the right financial track.”

The Schwab [Facebook](#) page is also hosting a contest inviting the general public to submit their own true stories. Visitors to the page will be able to determine the finalists for the contest by voting on which stories they like the best, and Schwab will determine the ultimate winners. The grand prize will be \$10,000 deposited in a Schwab brokerage account. The contest will run from May 29 to June 26, 2012. To enter, and for complete contest details and official rules, please visit www.facebook.com/charlesschwab.

About Charles Schwab

The Charles Schwab Corporation (NYSE: SCHW) is a leading provider of financial services, with more than 300 offices and 8.7 million client brokerage accounts, 1.5 million corporate retirement plan participants, 808,000 banking accounts, and \$1.83 trillion in client assets as of April 30, 2012. Through its operating subsidiaries, the company provides a full range of securities brokerage, banking, money management and financial advisory services to individual investors and independent investment advisors. Its broker-dealer subsidiary, Charles Schwab & Co., Inc., member [SIPC](#), (www.sipc.org), and affiliates offer a complete range of investment services and products including an extensive selection of mutual funds; financial planning and investment advice; retirement plan and equity compensation plan services; referrals to independent fee-based investment advisors; and custodial, operational and trading support for independent, fee-based investment advisors through Schwab Advisor Services. Its banking subsidiary, Charles Schwab Bank (member FDIC and an Equal Housing Lender), provides banking and mortgage services and products. More information is available at www.schwab.com and www.aboutschwab.com. (0512-3714)

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