



News Release

OneMain Financial Announces Partnership with Financial Journalist Stacey Tisdale and Personal Finance Expert Cat Alford

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New Initiative Promotes Financial Literacy

NEW YORK--(BUSINESS WIRE)-- OneMain Financial announced today a financial literacy campaign sponsoring nationally recognized financial experts Stacey Tisdale and Catherine (Cat) Alford. OneMain is committed to helping its customers manage their financial well-being and sponsored this program to provide resources to help anyone looking to improve their financial health. This initiative will consist of a series of videos and blogs that share financial wellness improvement tips and strategies — from managing money and getting good deals — to making long-term financial decisions.

Stacey Tisdale is a renowned on-air journalist, expert in behavioral finance and author of the book “The True Cost of Happiness: The Real Story Behind Managing Your Money.” Stacey’s approach to financial education goes beyond the numbers and focuses on helping people understand the complex emotions and beliefs that influence our relationship to money, cloud our judgment and create poor habits. Stacey will collaborate with OneMain to help people learn how to identify money habits and create solutions for managing debt and increasing savings.

“I’m excited to partner with OneMain because I want to remind all people that self-worth has nothing to do with net worth,” said Tisdale. “We will share the knowledge and give people the resources that prove that. Together, we will help people live richer lives.”

Cat is a nationally recognized family finance expert who specializes in helping women take on a more active financial role in their families. Although her formal background is in American History, a life-changing move with her husband to another country where she had no job prospects, but plenty of student loans, inspired her to learn and



write about personal finance, living on a budget and managing debt. Her blog, Budget Blonde, served as a springboard to a successful career as a go-to financial influencer, being named Best Contributor/Freelancer for Personal Finance in 2014 by the Plutus Foundation.

"I'm incredibly excited to partner with OneMain and encourage people to play an active role in their personal finances. I will help OneMain's customers learn more about saving, investing and earning more money because we all have the ability to create the best possible lives for ourselves and our families," said Alford.

The campaign will include topics focusing on setting financial goals, living on a budget, managing the stress money can put on your relationships and coping with life's unexpected surprises. To learn more about this initiative, please visit OneMain on **Facebook**, **Instagram**, **Twitter** or www.onemainfinancial.com/resources.

About OneMain Financial

OneMain Financial (NYSE: OMF) has been offering responsible and transparent loans for over 100 years. With more than 1,600 locations throughout 44 states, the company is committed to helping people with their personal loan needs. OneMain and its 10,000 team members are dedicated to the communities where they live and work. For additional information, please visit OneMainFinancial.com.

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For more information, please contact:

Erica Greenfield

Kempner Communications

Erica@kempnercommunications.com

561-715-2688

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