

Aero Financial Partners with the “I AM Foundation”

San Diego, CA—January 19, 2009--PRNewswire – Aero Financial announces its partnership with The I AM Foundation, an educational 501c3 nonprofit whose mission is gifting books and music to children and adults around the world. The I AM Foundation creates good will for America by traveling abroad to different countries and gifting books that build children’s self-esteem and literacy. The I AM Foundation also gifts books throughout The United States.

Over the past few months, the foundation gifted tens of thousands of books to children in Croatia, Kenya, San Diego and most recently in Los Angeles to impoverished families with Feed 333 and Humanity Unites Brilliance.

Aero Financial’s CEO Jim Price states “We are aware of the tough economic times for families not only in the United States but also around the world. Children’s needs often go unmet as families struggle to pay the bills. We chose to partner with The I AM Foundation to make a difference in the lives of children and families here in The United States and abroad by gifting them with empowering books to help kids succeed while their parents may be struggling. Often the books are supportive for the parents as well.”

Since 1998, The I AM Foundation has gifted and distributed over one million books and products to children and adults around the world. Their signature book *The I AM! Affirmation Book: Discovering The Value of Who You Are* has over 157,000 copies in print and is in twelve languages. The books are printed in the U.S. and in the different countries they visit which also helps their economies.

The I AM Foundation believes that when a child discovers their value, they bring their value to the world. This year Aero Financial is supporting their book gifting missions to India, Sri Lanka and other countries in South East Asia as well as cities in the United States. Both Aero Financial and The I AM Foundation receive heartfelt support for these missions from The Honorable Jeff M. Goonewardena, the Sri Lankan Consul General to Venezuela and Colombia and Personal Advisor to President Mahinda Rajapaksa. Mr. Goonewardena helped The I AM Foundation gift over 75,000 books and products to Sri Lankan children who survived the tsunami of 2006 and over 45,000 books to children who survived Hurricane Katrina. Mr. Goonewardena is also the President of Aero Financial in Sri Lanka.

The Sri Lankan First Lady, Shiranthi Rajapaksa, endorsed both The I AM Foundation’s mission and *The I AM! Affirmation Book* saying “Children are our hope for peace in the future. *The I AM! Affirmation Book* is commendable in its support of children. I convey my most sincere thanks for this work.” The I AM Foundation website is www.iamfoundation.org.

About Aero Financial

Founded in 1992, Aero Financial is a diversified Holding Company with a core competency in Strategic Advisory and Consulting. Aero provides growth capital as well as a full range of essential support and organizational services to private and public companies. Headquartered in San Diego, Aero operates offices in Dallas, Baltimore, London, Dubai and Sri Lanka.

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