

**Aero Financial and The I AM Foundation
Building Self-Esteem in Kids Globally Through Reading**

San Diego, CA—March 17, 2009--PRNewswire – Aero Financial and The I AM Foundation are positively impacting children around the world by gifting them with books that build their literacy and self-esteem.

Representatives of The I AM Foundation, a 501c3 educational non-profit, recently visited children in Kenya, Croatia, Mexico, Costa Rica, Sri Lanka and around the United States. They impacted the lives of over 1,000,000 children with the foundation's programs. Aero Financial, a global investment banking firm, is a key supporter of The I AM Foundation's global book gifting missions. A video of children at the Galilee School in Nairobi Kenya receiving *The I AM! Affirmation Book: Discovering the Value of Who You Are* displays the passion these organizations have to strengthen children from every background worldwide. Watch clip of Kenya children receiving program at YouTube by following the link -

<http://www.youtube.com/watch?v=lkn0JC1m9YA&eurl=http://www.iamfoundation.org/site/pp.asp?c=qtIQK4OYG&b=39554>

Aero Financial's CEO Jim Price states "We need our children to become strong global leaders who are compatible and comfortable with others from diverse backgrounds. The work The I AM Foundation is doing is contributing to this goal and is crucial to the next generation."

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 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, starting from business plan to IPO and everything in-between including angel investment, venture capital, human resource management, and crisis management. Subsidiary, Aero Financial Sri Lanka, provides professional management and consulting services for governments and corporations throughout the Middle East and Southeast Asia. Aero is headquartered in San Diego, and has offices in Dallas, Baltimore, Las Vegas, London, Dubai and Sri Lanka. Aero Financial's corporate office may be contacted at +1.858.481.8022 or at www.aero-financial.com

Contact:

Jim Price
Chairman/CEO
Aero Financial, Inc.
(858) 481-8022