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MR. PENNY LAUNCHES THE BILLIONAIRE NATIONAL DEBT MATCHING CHALLENGE!

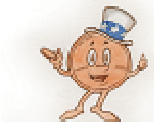
RANDALLSTOWN, MD (November 4, 2012) MR. PENNY CHALLENGES AMERICA'S BILLIONAIRES TO MATCH CITIZENS' VOLUNTARY DEBT RETIREMENT CONTRIBUTIONS! Warren Buffet stated he will match Republican Congressmen's donations to reduce America's National Debt...what about matching the contributions of America's Little People, Warren? And what better time than this: the Season of National Gratitude and Thanksgiving to give something back to the Wonderful Country that has given so much to each of us! Since 1993, citizens have voluntarily contributed \$66,824,802.50 to debt retirement, with \$7,694,091.70 donated in 2012 to date. The 2012 voluntary contribution amount is 7 times the average annual donation amount.

Get your pennies ON! The Good News is that every American citizen, regardless of age is empowered NOW to retire the principal of America's National Debt under a little known federal law, Public Law 87-58, signed by President Kennedy in 1961. These voluntary citizen contributions under President Kennedy's law to pay down our National Debt will turn the economic tides that are now threatening to drown America in a sea of red ink. The beauty of Mr. Penny's Plan is that it is entirely voluntary, beyond politics, targeted solely to fund Debt retirement and based on the liberating principle of giving something back. "It's not about politics, it's about Love," says Mr. Penny. The Billionaire Matching National Debt Challenge asks America's Billionaires to match our voluntary citizen contributions to Debt Retirement...what next? The Corporate Debt Retirement Challenge? Why not? The National Debt is a national disaster! And AMERICATHON! The Concert to Sing Down the Debt!

It's our time to shine! This is our time to take our destiny into our own hands as free citizens empowered by choice. Mr. Penny's mission is to rally all citizens of America, of all ages, to use currently idle resources (our penny jars) to voluntarily contribute \$1 Million to the Bureau of the Public Debt to retire America's National Debt under Public Law 87-58. And with over \$7 BILLION in coins out of circulation in our penny jars, Mr. Penny says this goal is doable. The time to act is now with only \$366 Million between us and the debt ceiling!

What we cannot do alone, we can do together. We can redeem our future for our kids and leave a legacy of love, liberty, and empowerment for all future generations of America. We can create the Future of Our Choice simply by choosing to give something back to our great Country. Some say that the voluntary citizen contributions to debt retirement are symbolic acts. Mr. Penny says each contribution is a seed containing the potential to create the path to our brighter future. It takes a seed to have a harvest. Mr. Penny's simple Voluntary Penny Plan to retire America's National Debt is outlined in his new book: *Mr. Penny and the Dragon of Domeville: The Story of Us*, which is available now at www.mrpenny.net. All proceeds from book sales go 100% to retire the principal of America's National Debt under Public Law 87-58.

Lucile McConnell, the author of Mr. Penny's story, founded the non-for-profit organization The Fund to End the Deficit in 1993 and rallied citizens, under Public Law 87-58 (P.L. 87-58), to make voluntary contributions



to retire the National Debt through 1999. These voluntary citizen contributions, including contributions from such events as Rock the Debt, Wine Down the Debt, and Dance the Debt Away, amounted to an all time high in voluntary citizen contributions to Debt retirement during the 90's (over \$20 Million in contributions in FY 1994 alone!) and played a part in generating the budget surplus that was recorded in 1999. Ms. McConnell has been featured coast to coast in news stories on citizen voluntary debt retirement, including feature stories three times in The Washington Post, in The Washington Times, in USA Today Sunday Magazine, on Good Morning, America! and on Baltimore Channel 11 News.

As President Kennedy said, "Let us fix the roof while the sun is shining."

As Mr. Penny says, "Let us fix the roof while the sun is *still* shining!"

Every penny counts! Make your voluntary debt retirement contribution for a Brighter Future!
For more information about Mr. Penny, to receive a media kit and your copy of *Mr. Penny and the Dragon of Domeville: The Story of Us*
or to invite him to your Penny Rally

Visit mrpenny.net or

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