



Media Contact:
Jimmy Mook
Phone: 610-228-2125
E-mail: jimmy@gregoryfca.com
[Gregory FCA](#) for [Matson Money](#)

FOR IMMEDIATE RELEASE

Esteemed Investor Advocate and Money Manager Launches Public Television Program

*Show and book both titled "Main Street Money" to
reach investors turned off by Wall Street*

Mason, OH (January 30, 2012) – For as long as he has been in the asset management business, Mark Matson, chief executive officer of [Matson Money](#), a Cincinnati-based investment advisory firm that manages over \$3 billion for investors across the country, has wanted to be a voice of reason for the neglected Main Street investor audience. To that end, today Matson announces the launch of his special for public television along with his latest book; both named "Main Street Money."

Together, the book and public television program address the fundamental disconnect between Main Street money and the conventional philosophies of Wall Street. For most Americans, investments are a way to prepare for the future and secure a financially stable retirement fund. Matson's message is written and delivered to be one of empowerment for the Main Street investor.

"For years, my dream has been to help investors on Main Street calm their fears about investing and demystify the entire process," says [Matson](#), who frequently challenges Wall Street conventions during his regular cable news interviews. "The truth is that many are profiting from keeping investors scared, uninformed and in the dark. My aim is to help my readers and those who view our public television special learn how to invest profitably despite the flaws of Wall Street."

Viewer appetite for the message of "Main Street Money" has already netted several commitments for public television stations. It will premiere nationally on public television in March with a 90 minute special that was taped in front of a live studio audience. [Click here for a glimpse of the special](#). For more information, please check your local listings.

For over 20 years, Matson has coached advisors one-on-one and instructed investors in workshop programs. His coaching programs are designed to challenge advisors to rethink their delivery of client

service and how they manage client assets. Matson Money provides training for advisors on how to help investors use prudent, conservative principles of strategic allocation and diversification.

Matson is a regular contributor in the national media, often speaking on themes impacting investors and the economy. In addition, Matson is a noted book author and hosts a weekly live internet show, [“Matson Money Live!” on LiveStream](#), about investing, economics and current events.

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[About Matson Money, Inc.](#)

Matson Money is a Cincinnati-based investment advisory firm managing over \$3 billion for investors nationwide. The firm was founded by Mark Matson in 1991 and was established to serve the needs of investors nationwide by providing quality investment services delivered through experienced financial coaches. Matson Money utilizes free market investing strategies based on Nobel Prize-winning economic theories. This disciplined approach to lifelong investing provides both the individual investor and the financial coaches with the academic foundation upon which to achieve peace of mind regarding investments.