

PRESS RELEASE
For Immediate Release

myestatemanager.com
a free resource for family estate administration & planning

Press Contact

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MyEstateManager.com Teams with Family Matters

Partnership provides users of MyEstateManager.com with a personal concierge in their time of need.

Denver, CO, July 16, 2009—When a loved one dies, often their family doesn't know where to begin when it comes to administering their estate. The situation is made worse by the fact that a large percentage of the population fails to make adequate estate plans. For many, the thought of negotiating the convoluted maze of settling a loved one's estate only adds to an already stressful and traumatic life transition.

MyEstateManager.com was launched in summer 2009 with the express purpose of providing families with an easy-to-use roadmap that will guide them through estate administration. "Our goal is to simplify and hopefully alleviate some of the strain of this demanding process," said Hank Carabelli, Co-Founder of MyEstateManager.com. "We accomplish this by offering our users education, timelines and checklists, along with a network of service providers that they can trust to supply additional services. In this regard, Family Matters was a perfect fit. They complement our core value as a comprehensive self-service resource by providing affordable concierge services for those families who either don't have the time or the desire to manage the many, often complex tasks that need to be performed in the months following the death of a loved one and prefer the help of a personal administrator."

Family Matters helps families, caregivers and executors with loved ones in transition by specializing in identifying and coordinating changes with government, businesses and organizations in order to save family members time, money, conflict and frustration. "We help those who want to remove the burden from their families and hire us as a professional third party. We have developed a systematic approach to address over 120 tasks that a family or estate executor should perform during a transition and we implement them in a cost effective manner," said Gregg Dirks, President of Family Matters. "Even if a family member knew about these tasks—and many do not—few have the physical and emotional resources to address them. That's where we can help."

The partnership between MyEstateManager.com and Family Matters provides users of the website with an affordable option to obtain peace of mind as they hand over the responsibility of tracking down lost property and assets, protecting a loved one's credit and identity and navigating bureaucratic rules and forms. After thorough investigation and coordination, a formal report is generated that tracks all activity and gives the executor one more tool to manage the complex process. To access MyPersonalAdministrator, the MyEstateManager.com concierge service, go to www.myestatemanager.com/#administrator.

About Family Matters USA:

Family Matters was founded in 2003 by Gregg Dirks, a financial planner and funeral home director. In his years of experience, Dirks realized there was much, much more to take care of once the funeral was over. However, he was unable to help families at the time or even to give them a point of reference. Dirks devised an organized, systematic approach to estate settlement that saves time, ensures that all tasks are handled properly, reduces family stress and conflicts and saves money. In addition, Family Matters performs many tasks the family would not typically do, such as initiating credit fraud prevention and searching for lost property. The final report that is created helps the attorney and the financial advisor, but, most importantly, the family. For more information, go to www.familymattersusa.com.

About MyEstateManager.com:

MyEstateManager, LLC, was founded in 2009 to offer peace of mind during one of life's most traumatic transitions—managing an estate when someone dies. MyEstateManager.com is a comprehensive, one-stop site that provides families with a full roadmap to better navigate the complexities of estate administration—with education, critically-needed information and resources, an easy-to-use timeline and checklist, and the ability to get help from experts and other members in similar situations. For each step of the process, the site enables families to get help from a trusted network of service partners across the country who have been thoroughly and objectively reviewed by an independent third party; therefore saving families time, money and grief. For those businesses interested in offering the rich content and tools that MyEstateManager.com provides in a non-competitive, self-branded environment, the company also offers a Private Label program. Share the vision at <http://www.myestatemanager.com/#spn/enroll>. For more information on using the site, visit <http://www.myestatemanager.com>.

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