

## PRESS RELEASE

For Immediate Release

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

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## Joe S. Sturniolo & Associates, Inc. Signs on with MyEstateManager.com

*Denver-based Estate Financial Planning company utilizes website's comprehensive functionality to benefit clients.*

DENVER, CO—July 13, 2009—With over 25 years of experience in the financial planning industry, helping people to create a more secure future through detailed financial planning is at the heart of Joseph S. Sturniolo & Associates' company mission. In addition to building the financial plan that allows their clients to pursue their dreams and make the most of their lives, Sturniolo & Associates also provides counseling on estate financial planning. A recent partnership with MyEstateManager.com will give Sturniolo & Associates a fuller and more effective ability to guide their clients and their families through the confusing maze of estate planning and administration.

"Life is a series of transitions, and people don't always know the best way to plan for those transitions in a financial sense," said Joe Sturniolo, CEO of Joseph S. Sturniolo & Associates, Inc. "Now, with the comprehensive functionality of MyEstateManager.com, we can give our clients the tools to make that final transition easier in terms of planning for them and in administration of their estate by their families." MyEstateManager.com was recently launched with the purpose of enabling families to deal with the administration of a loved one's estate by offering resources that make the process easier—including a free step-by-step guide on what they may encounter and the ability to get help from trusted service partners along the way.

"In our research, we realized that most families usually don't even know where to begin when a loved one dies and that transition begins," said Hank Carabelli, CEO of MyEstateManager, LLC. "With MyEstateManager.com, we're helping them figure that out—converging all information, education, tools and resources on one site. In addition to education and information, we know firsthand that people are looking for trusted local service provider recommendations," Carabelli continues. "MyEstateManager.com delivers that, and in the Denver area, delivers that well with Joseph S. Sturniolo and Associates as a trusted Charter Service Partner."

For more information on partnership opportunities with MyEstateManager.com, companies should visit <http://www.myestatemanager.com/spn-tour> or call 1-877-396-2142.

### About MyEstateManager, LLC

*MyEstateManager, LLC, was founded in 2009. MyEstateManager.com was launched to offer peace of mind during one of life's most traumatic transitions: managing an estate when someone dies. The site offers an easy-to-use timeline and checklist so families can better understand and manage the complexities of estate administration. For each step of the process, we enable 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 them time, money and grief. For more information on the site, visit <http://www.myestatemanager.com>.*

### About Joseph S. Sturniolo & Associates, Inc.

*Joseph S. Sturniolo & Associates, Inc., was founded in October 1995, and offers strategic business consulting and complete financial planning services, including: money management, retirement planning, estate planning, tax planning, and insurance planning. At Joseph S. Sturniolo & Associates, Inc., we believe good financial planning is the foundation to your success in life and we are committed to helping you be successful financially so that you have the time, energy, health and money to pursue the goals you have established for your life.*

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