

PRESS RELEASE

For Immediate Release

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

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Introducing MyEstateManager.com—a Free Resource for Estate Planning and Administration

Now seeking Charter Service Partners in Colorado Springs, Denver and the Front Range

DENVER, CO—July 14, 2009--Over 2 million American families will struggle with losing a loved one this year—and most won't have any idea what to do next. Who will they turn to for help? MyEstateManager.com (MEM), officially launched this month, enables families to address this transition with tools 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. Former Executors, Personal Representatives, Administrators, Beneficiaries and the general public have visited the site, all registering a similar message: "simple, powerful...needed right now".

Over a year in the making, MyEstateManager.com began with extensive research by Nielsen Online and others to find out what mattered most to people along the entire spectrum of estate planning and administration—everything from funeral planning and settling probate, to figuring out how to help a spouse or children who have been left behind. "We're breaking new ground here," said Hank Carabelli, CEO of MyEstateManager, LLC. "Most companies and resources only tackle one portion of the problem—specializing in one part of a very complex process, with limited functionality. MyEstateManager.com is a comprehensive, one-stop site that provides a roadmap, features and robust functionality. Families usually don't even know where to begin when a loved one dies and that transition begins. We're helping them figure that out—similar to what ServiceMagic does for millions of homeowners or what TheKnot.com does for millions of brides each month—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 continued. "MyEstateManager.com delivers that." Less than 4% of the nation's 600K+ businesses who help estate administrators and planners will be featured in the site's exclusive Digital Business Card™ program. For these MEM Service Partners, it provides access to next generation Internet marketing and the capacity to gain market exposure at a national level while retaining premium visibility locally. He noted that while Colorado is the first actively targeted market, companies from other areas are encouraged to get involved early in order to stay ahead of their competitors.

MyEstateManager.com is presently qualifying and enrolling Charter Service Partners across 20 different service categories throughout Colorado. Nationwide rollout will follow. For Service Partners who are focused on retaining and developing customer relationships and providing added value on their own site, MyEstateManager.com offers the Private Label program. For more information on the programs or other partnership opportunities that will help shape the future MyEstateManager.com vision, companies should visit <http://www.myestatemanager.com/spn-tour> or call 1-877-396-2142.

About MyEstateManager

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>.

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