

# MEDIA ALERT

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## BRAINDISTRICT™ RATTLES FINANCIAL PLANNING INDUSTRY WITH NEW BRAINDISTRIC LIFEASSETS APPLICATION

*New, Easy-To-Use-Application Places Powerful Financial Planning And Management Tools Into  
Hands Of The Average Consumer*

[Aachen, Germany, September 22, 2009](#) – BrainDistrict, GmbH, developer of sophisticated, easy-to-use financial planning software solutions, today announced the availability of its new BrainDistrict LifeAssets financial management software for Mac OS X 10.5 and higher. This simple yet powerful planning tool can easily help anyone view and analyze his or her current and long-term financial health.

"Why should financial planning and asset management be available only to the wealthy? Solid financial planning, especially in these tumultuous times, is a must for everyone. BrainDistrict LifeAssets gives users the right tools to take charge of their financial future," said Markus Moenig, managing director of BrainDistrict.

BrainDistrict LifeAssets is a creative, savvy tool that can help anyone plan ahead and make informed decisions about their financial situation. It works by gathering basic information about your finances based on your income, asset, and liabilities. It allows you to track this information and visually display it on a timeline—which can not only determine your current financial standings but also help you evaluate your long-term standings, even if your income level fluctuates or if you sell some of your investments. The timeline allows you to “slide” to a future position to see how your finances will fare in the future.

BrainDistrict LifeAssets can also help determine when you can purchase a home, purchase a new car, and more. It also helps you discern how much you can afford to spend on a home or if you can comfortably maintain your lifestyle when you retire. Additionally, BrainDistrict LifeAssets can advise you when it's time to sell certain assets.

### **Pricing & Availability**

BrainDistrict LifeAssets for Mac OS X 10.5 and higher (fully Snow Leopard compatible) is available for immediate download for \$49.95. Microsoft Windows® 7, Windows Vista, and Windows XP versions will follow shortly and be available for a similar price point. An iPhone® application will be available in January 2010, though pricing has yet to be determined.

Please visit the BrainDistrict Web site, [www.braindistrict.com](http://www.braindistrict.com), for further details or to purchase a copy of BrainDistrict LifeAssets. Review inquiries are welcome.

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### **About BrainDistrict™, GmbH**

BrainDistrict was founded in 2009 by Markus Moenig, who is the former founder and CEO of MainConcept GmbH—which was acquired by DivX in 2007. BrainDistrict is Moenig's latest venture, which showcases his lifelong passion for creating compelling applications. A privately held company, BrainDistrict is headquartered in Aachen, Germany.