

MEDIA ALERT

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BRAINDISTRICT™ EXPANDS LIFEASSETS TO WINDOWS® USERS, IMPROVES USER INTERFACE

New Cross-platform LifeAssets Version 1.1 Places Powerful Financial Planning and Management Tools into Hands of Average Consumers, Improves User Experience

[Aachen, Germany, March 2, 2010](#) – BrainDistrict, GmbH, developer of sophisticated, easy-to-use financial planning software solutions, today announced the availability of its new BrainDistrict LifeAssets version 1.1 financial management application for Macintosh® and Windows platforms. This simple yet powerful planning tool lets users take control of their financial future by clearly laying out income, expenses, assets, and liabilities on a unique timeline interface and giving the user real-time insight into how their finances fare over time up to, and beyond retirement.

"Why should financial planning tools and insight be available only to the wealthy?" said Markus Moenig, Managing Director of BrainDistrict GmbH. "Solid financial planning, especially in these tumultuous times, is a must for everyone, especially for those nearing retirement age who need to get their financials back on track, and BrainDistrict LifeAssets can help make that happen" Mr. Moenig added.

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 current finances, including income, expenses, assets, liabilities, and retirement plans. LifeAssets then plots this information and clearly displays it on a clever timeline interface

representing your life. LifeAssets which can not only determine your current financial standings but also help you “look into the future” by forecasting your long-term financials based on estimated values of your assets such as property or stocks. LifeAssets can “model” the effects of different financial variables, including the effects of currency exchange rates, interest rates, and even the effects of inflation/deflation. Scrolling along the timeline to a future position lets one see their anticipated financial position, displayed in liquidity or wealth modes.

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 based on some basic rules a user can set up.

New BrainDistrict LifeAssets version 1.1 adds support for Windows 7, Windows Vista, and Windows XP and creates a unified user interface between the Macintosh and Windows versions. Project files are also cross-platform so if a user should move from one platform to another, they won’t need to re-enter all their saved project information. Version 1.1 also includes a Wizard interface for entering basic financial information and a host of “under the hood” features requested by users around the world.

Pricing & Availability

BrainDistrict LifeAssets 1.1 for Mac OS X 10.5 or higher and Windows 7, Windows Vista, and Windows XP is available for immediate download for \$49.95.

Please visit the BrainDistrict Web site, www.braindistrict.com, for further details or to download a demo version of LifeAssets version 1.1. 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.