

# MEDIA ALERT

**Contact:** Robert DeMoulin  
DeMoulin & Company  
(925) 699-5423  
[robert.demoulin@demoulinco.com](mailto:robert.demoulin@demoulinco.com)

## BRAINDISTRICT™ LAUNCHES LIFEASSETS VERSION 1.2 FOR WINDOWS® AND MACINTOSH® USERS

*Latest Version Adds Financial Address Book, Notifications for Payments Due/Outstanding, and New Easier to Understand Charts & Graphs*

[Aachen, Germany, March 31, 2010](#) – BrainDistrict, GmbH, developer of sophisticated, easy-to-use financial planning software solutions, today announced the availability of BrainDistrict LifeAssets version 1.2 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.

BrainDistrict LifeAssets version 1.2 enhancements include a new address book utility that associates payment information with loans, including financial institution information, bank codes, account numbers, and more. Additionally, LifeAssets version 1.2 includes a new notification utility to remind users when it's time to make loan or other expense payments. New timeline graph and pie charts make it a snap to view important financial stats, including assets vs. liabilities. A host of other minor improvements are also included in the new version.

"We continue to evolve LifeAssets and add features our customers request" said Markus Moenig, Managing Director of BrainDistrict GmbH. "There is no other application like

LifeAssets on the market so we continue to refine it to serve the needs of our growing user base who wants to be in control of their financial futures” 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.

### **Pricing & Availability**

BrainDistrict LifeAssets 1.2 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 website, [www.braindistrict.com](http://www.braindistrict.com), for further product information or to download a 30-day, fully functional demo version of LifeAssets version 1.2. 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 for consumers and businesses. BrainDistrict is a privately held company, headquartered in Aachen, Germany.