
FOR IMMEDIATE RELEASE

GEORGE DERISO JOINS EXECUTOR'S RESOURCE AS COO

Louisville, Colo. May 25, 2011 – Executor's Resource, a leading provider of online estate organization and legacy management services, announced that it appointed George Deriso as Chief Operations Officer effective April 15, 2011. In his new role, George is responsible for managing the company's operational systems and infrastructure.



George has been instrumental as a senior executive or founder of eight technology ventures. He has held executive positions at AT&T, Apple Computer and Gartner, Inc. George is an adjunct professor University of Colorado's Leeds School of Business with the "Certificate of Excellence in Entrepreneurial Studies" program at the Deming Center for Entrepreneurship.

"George brings world class business experience and acumen to our management team," said Carl "Skip" Rapp, president and CEO of Executor's Resource. "His years as a senior executive in technology companies rounds out the capability of our team and puts us in an excellent position to sustain our position as the nation's leader in estate organization software."

George has a Masters degree from the California State University in Instructional Technology and Multimedia and an undergraduate degree from the California State University in Liberal Arts. He is an Advisor for CU Boulder's Technology Transfer Office, a mentor for the Unreasonable Institute and a Director on the board of the Deming Center for Entrepreneurship.

About Executor's Resource

Executor's Resource positions financial institutions to retain the estimated \$41 trillion that will transfer from generation to generation by 2052. The company develops interactive and educational software that helps baby boomers better prepare their estate and legacy information. Executor's Resource promotes estate literacy through increased awareness and knowledge about the often confusing topics of estate planning, organization and settlement and the importance of preserving legacy. For more information, please visit www.executorsresource.com.

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Executor's Resource Contact:

Amy McDuffee, VP of Marketing and Business Development
303.444.5149, Ext. 4
amy.mcduffee@executorsresource.com