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EXECUTOR'S RESOURCE HIRES IMPACT COMMUNICATIONS

Consumer Outreach Targets Aging Boomers and their Parents

Louisville, Colo., November 20, 2009 – Executor's Resource today announced that it has engaged Impact Communications, a full-service marketing and PR firm, to expand its public relations program and consumer outreach.

"With the numbers of baby boomers approaching retirement age, many have had the experience of trying to collect all the necessary information when a loved one passes," says Amy McDuffee, director of channel planning for the company. "We are highly motivated to help more people organize their lives online – the benefits of having everything digitized and in one place are enormous. Our simple yet comprehensive tool provides a much-needed repository of every bit of information the user wants to include, all in a safe and secure 'virtual safe deposit vault' that has immediate accessibility when loved ones need it. As one financial planner told us, 'where you keep your important documents is just as important as having them,'" McDuffee says.

Executor's Resource, Inc. launched in 2005 and received the funding necessary to bring its initial online tool, EstateLogic®, to market in late 2008. Consumers, and the trusted professional advisors who serve them, now have a secure, comprehensive solution for organizing information, accounts, documents and their personal legacies (family photos, personal stories and autobiographies, ethical wills and letters of instruction, etc.) to ensure a smooth transition when it's time to settle an estate.

"With the introduction of EstateLogic, we established ourselves as a leader in estate and legacy organization," says Executor's Resource CEO Carl "Skip" Rapp. "With the planned 2010 launch of our companion product, ExecutorLogic™, we will be able to provide a total solution for estate organization, settlement and legacy preservation. The wonderful thing about our products is that they capture the right information without taking a complete end-of-life focus ; they are

designed to help people organize their lives online today – that can be a real help in simplifying one's life and achieving peace of mind. The process can also bring families closer together as it stimulates story telling and a high degree of information exchange from one generation to the next. What a wonderful gift to give to your family and to yourself," Rapp says.

About Executor's Resource

Executor's Resource provides industry leading wealth transfer solutions to individuals and the advisors and institutions with whom they work. Founded by nationally recognized Certified Financial Planner® professional and author Myra Salzer, Executor's Resource makes organizing and settling an estate and preserving legacy easier and less costly for American families. For more information, please visit www.ExecutorsResource.com.

About Impact Communications, Inc.

Founded by industry veteran Marie Swift in 1993, Impact Communications specializes in developing effective client communications and marketing strategies for a select group of highly successful financial advisors and allied institutions. Widely respected as a marketing professional with a loyal following, Swift, along with her team, works with independent advisors and select institutions to increase both visibility and credibility within their niche markets. In addition to marketing strategy and media promotions, the firm offers clients graphic design services and executive coaching. For more information visit www.ImpactCommunications.org.