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**MyHomeAssets! Software Introduced to Manage Personal Assets
First Software Designed for Homeowners and Renters to Catalog Belongings.**

BEND, OREGON – September 18, 2006 – MyHomeAssets! Software has introduced a new software program that allows homeowners and renters to track home inventory items. The new software is the first of its kind on the market designed specifically for home inventory, and will assist users in the event of a theft, fire, or other catastrophe.

Software users can attach images to each record, and record the make, model, and serial number of each personal asset. When the home inventory is complete, various reports can be printed and stored away from the home in a safe place.

Mike Grigsby, CEO of MyHomeAssets! Software says research found a troubling problem with homeowners and renters not recording information about their personal assets. “This is a serious problem when hit with a catastrophe where personal items are lost, and the homeowner must report the item to the police or try to seek compensation from their insurance company,” says Grigsby.

Research conducted by 15 Development Group, also in Bend, Oregon, revealed that 94 percent of homeowners and renters did not know the model of their television, let alone the serial number. In pilot testing of MyHomeAssets! Software, 15 Development Group researchers also found that 86 percent of the 1,012 test users had underestimated the value of their home assets by as much as 10 percent of its actual value. “That translates into homeowners being severely underinsured,” says Japhet Berlin, Founder of 15 Development Group. “After cataloging all their household items, users expressed amazement at how much their personal assets were worth.”

MyHomeAssets! Software is available directly to consumers for a suggested retail price of \$69.95 and is available directly from the company’s website and through numerous affiliates and resellers. Direct sales are also available to businesses offering the software for free or a discounted price to their customers to build customer loyalty.

About MyHomeAssets! Software

MyHomeAssets! Software is a 15 Development Group company providing personal asset cataloging and reporting solutions primarily to consumers through the mortgage lending and insurance markets. The software helps companies retain customers, grow their portfolios, and foster better relationships. MyHomeAssets! Software is located in Bend, Oregon. www.myhomeassets.com. 866-439-9125.

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