



Lifetime Financial Planning, Simplified!

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OMYEN CORP. ANNOUNCES THE PERSONAL FINANCIAL INDEX

ON-LINE FINANCIAL MODELER SHOWS INDIVIDUALS HOW WELL THEY ARE MANAGING THEIR FINANCES

Westwood, MA – October 13, 2010 – Westwood-based Omyen Corp. today released the Personal Financial Index™ (PFI), a comprehensive personal financial health diagnostic that easily shows individuals how well they manage debt, save for future goals, and manage their financial risks. PFI has its own website <http://www.PersonalFinancialIndex.com>.

Tens of millions of American households, representing billions of dollars worth of assets, are today being self-managed. Now Omyen offers them PFI, an intuitive, quick and free diagnostic tool. The PFI (pronounced as 'phi') tool gives users a complete financial health checkup, including easy to understand, actionable steps to help them improve their financial health. Market volatility, media hype, recessions, and job insecurity have all conspired to mandate people take responsibility for understanding and managing their personal financial health.

Omyen created the Personal Financial Index to help individuals and families to make the best financial decisions to secure their futures. The PFI tool requires only a few easy steps of slider-based input to generate a PFI Score. At each step, it also provides the users immediate feedback in the underlying area. The PFI score is a benchmark for how well a user is managing personal finances across critical areas like managing short- and long-term debt, saving for children's college education or buying a vacation home, saving for retirement, and managing the risks to financial futures. PFI also returns specific, personalized recommendations to help individuals



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improve their financial lives.

“There are many variables to weigh in trying to gauge how well we are doing financially, and not many of us really see the whole picture,” said Dinesh Sharma, Omyen Corp. CEO. “PFI reveals the full picture in a few easy steps.”

Financial advisors can also use PFI to evaluate their clients' overall financial health for investment suitability purposes. A rich and easy to use interface for PFI motivates clients to perform this exercise and also serves as an effective educational tool. PFI also allows financial services providers to acquire new clients fast, in an efficient and affordable way.

About Omyen Corp.

Omyen Corp. is a provider of pioneering lifetime financial planning solutions. Omyen's solutions help people improve their financial lives through actionable information, and intuitive tools to create and manage a comprehensive personal financial plan covering retirement savings and income planning, insurance, money management, taxes, college savings, and legacy planning. For more information, visit <http://www.omyen.com>. Omyen Corp. also owns <http://www.PersonalFinancialindex.com>.