



*Money Simplified!*

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## **OMYEN CORP. LAUNCHES PERSONAL FINANCIAL PLANNING PLATFORM**

Now a Virtual Financial Planner for All Americans

Westwood, MA – July 26, 2010 – Westwood-based Omyen Corp. today launched [Omyen.com](http://Omyen.com), a revolutionary, web-based personal financial planning platform. This easy-to-use online capability has an intuitive, attractive, and efficient user interface, and it will allow people to develop their personalized and actionable financial plan for all life stages.

Millions of Americans struggle to understand and manage their financial future—they struggle to understand and balance competing financial goals, products, and solutions. They don't know how or even if they can save for major purchases, their children's college, or their own retirement, and they lack sufficient investment assets to be attractive clients for professional financial advisors who might help them with these challenges.

“Most Americans don't have anywhere to turn for this kind of financial planning,” said Omyen CEO, Dinesh Sharma. “We no longer need to feel intimidated by the complexity of financial matters. [Omyen.Com](http://Omyen.Com) gives people a virtual financial planner.”

Omyen's Personal Financial Index™ is a proprietary financial health diagnostic. PFI generates a PFI Score™—analogous to a credit score—that provides a benchmark for how well they are doing in three key areas: Debt Management, Savings Discipline, and Risk Management. From there, Omyen's Financial Plan, a premium capability, builds on PFI data to produce a comprehensive, tailored plan with specific, actionable steps to guide users to the financial future they want.

Omyen users will be able to develop and monitor their plans for retirement, their children's college education, insurance needs, and major life events from buying a home, to a birth in family. [Omyen.com](http://Omyen.com) also covers strategies to reduce income taxes, manage cash and debt, effectively manage health care, and plan a personal legacy.

Omyen Corp.

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“There is a lot more to come in a very short period of time. Our entire team is passionately focused on how we can help people improve their financial lives,” said Jay Bondeson, head of Omyen's marketing. “Omyen is developing several highly sophisticated, but easy-to-use solutions.”

### **About Omyen**

Omyen Corp. is a pioneer in providing personal financial planning solutions. Omyen's online platform helps people improve their financial lives by providing actionable steps and intuitive tools to create and manage a comprehensive, personal financial plan. For more information, visit <http://www.omyen.com>.

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