

## Smart Consumers Won't Make Heirs Wait to Locate Lost Riches

*FindYourPolicy.com Registry and Reminder Service Helping Ensure Loved Ones Receive Legacies*

FT.LAUDERDALE, Florida, July 21, 2008---(PR NEWSWIRE)---While producers of TV shows\* are locating long-lost legacies, smart consumers are ensuring that their heirs won't have to wait for a news show to find life insurance, safe deposit boxes, and other assets, thanks to a new registry and reminder service named FindYourPolicy.com. <http://www.findyourpolicy.com>

According to a recent Dateline NBC story, 1 out of 8 Americans have unclaimed funds amounting to over \$30 billion sitting in state treasuries—much of which is the result of unclaimed life insurance policies. Some estimates are even higher—the National Association of Unclaimed Property Administrators puts the figure as high as \$23 billion every year in unclaimed assets.

"When you die, it isn't the responsibility of your insurance company or bank to contact your beneficiaries—and your insurance company or bank, by the way, have no way of knowing when you die, unless a beneficiary contacts them," notes Michael Hartmann, CEO of FindYourPolicy.com. "It's up to you to make sure your beneficiaries know where to find your life insurance policy, safe deposit box, and other assets."

FindYourPolicy.com was designed to solve the problem of unclaimed assets by maintaining a secure registry of information about life insurance, safe deposit boxes, and other assets, and sending reminders to members and their designated beneficiaries. The site has been recognized by Insure.com and MediGap360.com. <http://www.findyourpolicy.com>

**FindYourPolicy.com** is an online registry and reminder service designed to ensure that beneficiaries receive the financial assets arranged for them. Storing low-risk information like the names of insurance companies and banks at which members have policies, safe deposit boxes, and other assets, FindYourPolicy.com sends annual postcards and quarterly e-newsletters to members and two designated beneficiaries to remind them of the important information registered at FindYourPolicy.com. Using only a member's birthdate and the last four digits of the social security/social insurance number, beneficiaries may search FindYourPolicy.com to locate registered assets. <http://www.findyourpolicy.com>

\* *Dateline NBC, "You might be rich!"*  
[http://www.msnbc.msn.com/id/25677292/?pg=1#dtl\\_unclaimedfunds2](http://www.msnbc.msn.com/id/25677292/?pg=1#dtl_unclaimedfunds2).

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