

For Immediate Release



PlanPlus Announces “*Planipedia.org*” at FPA Conference

ANAHEIM, CA, October 10th, 2009 – PlanPlus President Shawn Brayman today announced the release of ***Planipedia.org***, a not-for-profit, community-based Financial Planning encyclopedia and knowledge base using a Wikipedia type model. The announcement was made at the Financial Planning Association (FPA) Conference in Anaheim, CA.

Planipedia is not restricted to any single country, designation or language and is meant to be a true community-based system dedicated to the best interests of the consumer. Planipedia will be a platform for sharing knowledge, concepts and ideas for the betterment of the financial planning and advisory community.

“Our vision was a Wiki-style community that was focused on client’s best interest, bringing together the best minds worldwide in financial planning”, said Brayman. “We believe that we are well on the way with support now from professional planning associations in Europe, the Americas and Asia, academics, authors and professional planners.”

“We were excited about the value of Planipedia to financial planners in an emerging market like India”, said Devang Shah, a financial planner from India. “The value of Planipedia depends upon the enthusiasm of the planning community to share information. With Planipedia the community will now have a powerful tool so that they never have to say “we didn't know that”, if they make a commitment to make it work.”

“As well being on the executive of one of the largest professional membership bodies in the UK, I am active with the Omega Group, a study group dedicated to global best practices”, said Robert Reid. “Planipedia will, as it builds momentum, provide the structure to develop consensus on “what good looks like” in financial planning regardless if they have a Certified, Registered, Chartered or any other form of financial planning designation. This will provide the ultimate research tool for the cross border planner and we can share best practices in Planipedia the same way we do in the Omega Group when we can get together face-to-face.”

The site has been under development for much of this year with an initial 2000 pages or articles of content in English, French, Spanish and Chinese. With the announcement of the project this week supporters are expecting to see an exponential increase in content. “Sponsors” or “supporters” pay no money, they basically agree to provide content that can be used by anyone, anywhere, or to promote Planipedia to their membership to help build the community.

“We believe that the Financial Planning community worldwide is going through a renewed commitment to raise the professional standards to differentiate planners from traditional salespeople,” said Brayman. “There is a big difference between selling a consumer something that is suitable, and entering into a professional relationship that ensures that the client’s interests are placed first. Planipedia is dedicated to that difference.”

As a starting point, Brayman encouraged would-be contributors to visit www.Planipedia.org and consider what their organization may already be publishing that could be of value to the global community.

PlanPlus Press Contact:

Elaine Hartjes, Marketing

PlanPlus Inc.

Phone: 705-324-8001 x 307

Email: elaine@planplus.com

Website: <http://www.planplus.com>