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## **PLYNTY ANNOUNCES BETA TEST OF FINANCIAL PLANNING APP TO ADDRESS RETIREMENT CRISIS IN AMERICA**

### **App Enables Planning Without Annual Percentage-Based Fees That Can Reduce Lifetime Retirement Savings By 20% Or More**

HERNDON, VA—January 24, 2017—Plynty today announced the beta release of its eponymous app, which enables easy retirement planning. The app launches at a time when more than half of Americans have less than \$10,000 saved for retirement.

Plynty gives each user confidence in their future by helping her or him set a long-term path toward reaching personal financial goals. The app's intuitive interface enables people of all ages and income levels to set lifestyle goals and to understand the tradeoffs required to reach those goals. Additionally, Plynty offers full integration with third-party accounts, multiple features that enable adaptation to life's twists and turns, and ongoing customized advice and tips.

"Plynty empowers people who are too often being underserved and mistreated by the financial industry at large," according to Dennis Hooks, President of Plynty. "This app came from our belief that ownership over your own money and your own future shouldn't be an expensive or frightening proposition. Plynty lets users put trust in themselves."

Despite periodic calls on Congress to make financial disclosures mandatory, financial advisors are currently not obligated to disclose the long-term impact of their fees or the added value of their services. Plynty leadership believes its app offers users a clearer path to financial security than can be found elsewhere.

"Plynty fills such an important need, especially for women who manage a household budget but may not have a wealth of financial knowledge," said Sharon deMonsabert, Chair of Plynty. "The financial services industry is very often opaque, by design. Plynty is the right sort of tool to demystify this process so its users can focus on all of the things that are important to them."

During beta testing, the Plynty app will collect feedback from a range of users before its projected full release in Q2 2017. The product team will use this data to assess the user experience, the ease of joining the app, its different tools, and pricing models to make the app sustainable.

### **ABOUT PLYNTY**

Plynty, LLC was founded to address the retirement crisis in America through the use of innovative technologies. Its team believes that financial advice should be easy to access and understand, and that people should have complete control over the decisions that guide their future. Plynty is a wholly owned subsidiary of AEM Corporation, a diversified services firm based in Herndon, VA. Learn more at [plynty.com](http://plynty.com).