ABOUT MY LIFE LIST™

My Life List, LLC, is a Venice, California-based social networking company focused on helping people to achieve their goals. The award-winning website, www.mylifelist.org, is an exciting interactive destination designed to inspire users to CREATE a Life List of things they've always wanted to do, ACT on these goals by making a plan and CELEBRATE their accomplishments by sharing stories and photos to inspire others.

The site, using a proven methodology for setting and reaching life goals, offers inspiration through the My Life List 90 and provides the process necessary for users to accomplish their goals. To encourage balance, the site is organized into 6 categories: *Travel & Leisure, Relationships, Personal Development & Community, Career & Finance, Lifestyle & Culture, and Sports & Adventure*.

"The online community is an inspirational site designed to spur people into action and impact their lives in a positive way," My Life List CEO Bill Starr says.

"A key benefit of the site is that it enables users to learn how others achieve their goals. We're providing a platform for people to share valuable resources to achieve what they desire. It's incredible to read about people's journeys," Starr says.

The site generates revenue through strategic partnerships and targeted one-on-one advertising relevant to the users' needs, linking users to the resources that best match their Life List interests. Mylifelist.org was awarded a 2008 Davey Silver Medal for website design and functionality.

ABOUT BILL STARR

Bill Starr is a founding partner and CEO of My Life List™(www.mylifelist.org), a Venice, California-based goal achievement company. Starr is a Canadian

Chartered Accountant with 15 years' corporate experience with PricewaterhouseCoopers and most recently with an Australian investment bank. He is an avid "life lister," having lived in four countries, climbed Mt. Kilimanjaro, Scuba dived the Great Barrier Reef, leaped the world's highest Bungee and white water rafted 2 of the world's most challenging rivers in Costa Rica and Zimbabwe. Most recently, he completed his 2nd Rolex Sydney Hobart Ocean Race aboard a former round-the-world Volvo 60. He is originally from New Brunswick, Canada.

"Life lists have been around for years in one form or another," Starr says. "They act as roadmaps for people to achieve their dreams. We've found that many people have dreams but fail to write them down. Studies show that when you write your dreams down, and engage others to support you, they become achievable goals. This is why we created mylifelist.org, which provides a structure, and uses the power of the latest social networking tools to help people achieve their goals."

MY LIFE LIST™ IN THE PRESS

Newspaper coverage:
Des Moines Register, Sunday, Jan. 25, 2009
"Members make life goals public on new Web site," by Michael Morain

Radio coverage:
WHTC Radio, August 31, 2009
Interview with *WHTC* host Ed VerShure
http://www.whtc.com/shared/airstaff/airstaff.asp?jid=1759
http://media.whtc.com/WHTC/ed/Bill%20Starr.WMA

CBC Radio One, 91.3 FM, March 31, 2009
Interview with *St. Johner Away* host Steven Webb, New Brunswick, Canada
http://www.cbc.ca/informationmorningsaintjohn/int_archives/mar.html

PRAISE FOR MY LIFE LIST™

"Everyone should have one of these (*My Life List Guided Journal)!*" -- Jack Canfield, motivational speaker and best-selling author, *Chicken Soup for the Soul* series

"I've never been one to keep a journal or see what is remotely interesting in Facebook ... but I found your site a genuinely enjoyable experience to reflect back, escape the here and now, and set my mind thinking again."
-- Mylifelist.org user, Charles

"I love what you've created with mylifelist – incredibly inspiring!"
-- Mylifelist.org user, Gina F.

"Social community challenges people to fulfill life aspirations by making a life list. Cool, timely idea!" -- mylifelist.org user, @Rainnesmaker

CONTACT INFORMATION

Bill Starr
CEO, My Life List™ (www.mylifelist.org)
13909 Old Harbor Lane, Suite 209, Marina del Rey, CA, 90292
(310) 717-6953
bill@mylifelist.org

Follow My Life List on Twitter: @mylifelist

FOR IMMEDIATE RELEASE:

My Life List™ launches goal-achievement website

MARINA DEL REY, California – My Life List™, has just launched its goal-achievement website www.mylifelist.org, designed to help people reach their major life goals by using the company's proven goal-achievement methodology "Create. Act. Celebrate.™"

CREATE a Life List of things you've always wanted to do
ACT on your Life List by creating a plan and engaging others to support you
CELEBRATE your accomplishments by sharing stories & pictures to inspire others

My Life List™ CEO and avid life lister, Bill Starr, said, "Life Lists have been around for years in one form or another. They act as roadmaps for people to achieve their dreams. We've found that many people have dreams but fail to write them down. Studies show that when you write your dreams down, and engage others to support you, they become achievable goals. This is why we created www.mylifelist.org, which provides a structure, and uses the power of the latest social networking tools, to help people achieve their goals."

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Mr Starr added, "A key benefit of the site is that it enables users to learn how others achieve their goals. We're providing a platform for people to inspire others and to share valuable resources to achieve what they desire. It's incredible to read about peoples journeys."

FOR THE EDITOR:

For more information on My Life List™ or to interview CEO/Author Bill Starr, please call (310) 717-6953 or email bill@mylifelist.org
Follow My Life List™ on Twitter: @mylifelist

FOR IMMEDIATE RELEASE:

My Life List™ releases goal-achievement journal

MARINA DEL REY, California – My Life List™ has just released a guided journal designed to help people reach their major life goals by using the company's proven goal-achievement methodology "Create. Act. Celebrate.™"

CREATE a Life List of things you've always wanted to do
ACT on your Life List by creating a plan and engaging others to support you
CELEBRATE your accomplishments by sharing stories & pictures to inspire others

My Life List™ CEO and avid life lister, Bill Starr, said, "After three years of researching goal achievement and interviewing hundreds of life listers, we developed the *My Life List™ Guided Journal*.

"The journal has an easy-to-use framework for creating your own life list, documenting an action plan to achieve your goals, and serves as a gateway to the company's website, www.mylifelist.org, for celebrating your achievements with the online community to inspire others," Mr Starr added.

ABOUT *MY LIFE LIST™ GUIDED JOURNAL*

Published May 2009
162 pages, soft cover, $12.99 Available at Amazon.com

Have you ever dreamed of going skydiving, starting your own business or traveling to an exotic paradise? If yes, then put these things on your life list and be one step closer to making them a reality. My Life List™ is passionate about helping you achieve all the things you've ever dreamed.

The My Life List™ Guided Journal introduces readers to the process of "Create. Act. Celebrate," the proven methodology for setting and reaching life goals. It challenges you to identify goals you are passionate about and coaches you through a process to help you achieve them. By using the Guided Journal, your goals are organized across six core life categories.

FOR THE EDITOR:

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Follow My Life List™ on Twitter: @mylifelist

FOR IMMEDIATE RELEASE:

My Life List™ releases Sailor's Journal

MARINA DEL REY, California – My Life List™ has just released a Sailor's journal, the first in a series of lifestyle journals, designed to help people improve their knowledge, plan their activities and record their experiences.

My Life List™ CEO Bill Starr, said, "As an avid sailor I appreciate the challenges facing new crew and skippers to bridge the knowledge gap. The My Life List™ Sailor's Journal was created to help bridge this gap and provide an excellent resource for sailors of all levels,"

Mr Starr added, "The company has plans to launch a range of lifestyle journals including a Yoga Journal, a Traveler's Journal a Fitness Journal and a Wine Lover's Journal designed to help people not only begin to participate but get the most from their lifestyle activities."

ABOUT *MY LIFE LIST™ SAILOR'S JOURNAL*

Published August 2009
150 pages, soft cover $12.99 Available at Amazon.com

Have you ever dreamed of chartering a sailboat, being part of a yacht racing crew, or buying your own sailboat? If yes, than the My Life List™ Sailor's Journal is for you. In this Journal we guide you through a step-by-step process to improve your sailing knowledge and track your sailing development. Even if you're an experienced skipper you'll appreciate the organization of checklists to help you plan and log your sailing experiences.

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