

Demand for Preserving Family Legacy Rises—

Ethical Will Productions Document Families' Values & Beliefs

New York, NY, Montreal, QC September 28, 2010 – Iris Wagner, leading expert on the subject of legacy preservation has seen a recent trend in wealthy families expressing their desire to preserve their stories and values for posterity. Ms Wagner is Founder and CEO of *Memoirs Productions*, a company that specializes in producing broadcast-quality legacy videos. Noticing the jump in interest in her company over the last two years, she claims that the current economic downturn has created a desire by her high-net-worth clientele to digitally record their life stories and capture their values, beliefs and life wisdom as legacies. Families are realizing that while personal wealth can come and go, real family values and personal histories can be preserved for next generations through digital media.

In a 2005 study Allianz Life Insurance discovered that non-financial leave-behinds such as ethics, morality, faith, and life stories are ten times more important to both boomers and elders with children than the financial aspect of a legacy transfer. “The national survey found that for the overwhelming majority, legacy transfer has to do with deeper, more emotional issues,” said Ken Dychtwald, President of market research consultants Age Wage. “An inheritance focuses primarily on the money, but a true legacy also includes memories, lessons and values that are taught to their children over a lifetime.”

While anyone can write a journal, a letter, or produce a personal video, *Memoirs Productions* offers a service and expertise that is a cut above the rest. “We craft broadcast-quality A&E™- style DVD productions,” explains Ms Wagner. “Our exceptional and avant-garde service of producing biographies and ethical wills on DVD provides a solution to older generations’ dilemma of how best to apply their values on personal development, relationship choices, commercial instincts and financial management.”

In 2008 *Memoirs Productions* received the RayLign Award given to an individual or organization that exemplifies a professional commitment and unbounded enthusiasm for perpetuating family well-being through generations. Upon presenting the award, Gregory T. Rogers, RayLign’s Founder and President said, “The *Memoirs* experience is also enhanced by Iris’ personal touch that comes through with unmatched energy and enthusiasm.”

Memoirs Productions is an award-winning firm that creates broadcast-quality productions for Fortune 100 clients and highly successful “rags to riches” entrepreneurs with great stories to preserve. Documentaries are shot all over North America and post-production editing is done in Montreal, Canada by a highly qualified team of professionals for some of the best families that care about legacy preservation.

- 30 -

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