



## **In2M Announces Strategic Partnership With Crown Financial Ministries**

**DRAPER, Utah – September 6, 2005** – In2M Corporation, the creators of Mvelopes® Personal, today announced a partnership with Crown Financial Ministries, a Georgia-based Christian ministry focused on teaching Bible-based principles of personal finance. The partnership will allow Crown’s 1.2 million customers to subscribe to Crown™ Mvelopes directly through [www.crown.org](http://www.crown.org), beginning September 1, 2005.

“We really see this as a win-win situation,” said George Murphy Chief Information Officer of Crown Financial Ministries. “We have been working for years to teach people the need to live within their means. With the addition of Mvelopes to our programs, we are bringing these principles into the twenty-first century and adding what we believe is the premier online personal budgeting tool available today.”

Based on the popular envelope budgeting system that used envelopes to divide cash into separate categories for spending, Mvelopes is a web-based application that allows users to allocate funds to electronic “envelopes” for groceries, rent, entertainment and other expenses. The service connects directly to the user’s bank account(s) to download transactions in real-time, then provides the user with a spending update for each envelope. Once a user spends more than what is allocated in a given envelope, the budget category turns red and the user must pull funds from another envelope to cover the difference.

“Because you can see – from anywhere at anytime – exactly how much money you have left in any given category, Mvelopes makes budgeting less abstract and allows the personal interaction with our finances that has practically disappeared in today’s nearly cashless society,” said Steven B. Smith, In2M CEO and author of *Money for Life*.

It is that lack of interaction with one’s money to which Smith attributes overspending. “The average consumer today spends ten percent more than his or her net paycheck,” said Smith. “With most families using multiple checking and credit card accounts, and paying with debit or credit cards, spending money has become more abstract than it used to be. It’s harder to keep track of, and consequently most of us don’t know we’re overspending until it’s too late.”

*Based in Draper, Utah, In2M Corporation ([www.In2M.com](http://www.In2M.com)) is a financial software and services company and the developer of Mvelopes® Personal ([www.mvelopes.com](http://www.mvelopes.com)). An [online budgeting system](#), Mvelopes Personal is quickly becoming one of the hottest budgeting Web applications on the market. In2M has successfully marketed this budgeting service in all 50 states and in seven countries worldwide. Thousands of users are praising its capabilities for helping them achieve financial freedom.*