

## **LifeOptions and Life Advisors Announce Marketing Alliance**

*- Agreement Establishes National Marketing Presence -*

*- Marketing Alliance to Set Standards for Industry Leading Market Practices-*

### ***For Immediate Release***

May 12, 2008. LifeOptions, LLC a Stamford, Connecticut based Life Settlement broker and Life Advisors, Inc., a Los Angeles, California based Life Settlement broker announced today that they have formed a strategic sales and marketing alliance in order to better serve and support clients nationwide. Larger clients needing broader geographic support such as General Agents, Broker/Dealers, and Banks will benefit from having seamless, consistent local support provided by the strength and resources of these two successful Life Settlement brokers who respectively maintain full service operations and sales offices on the east and west coasts. Individually, each firm has built a strong presence in the regions of the country where they are headquartered.

The Alliance brings together two Life Settlement brokers who have each demonstrated a proven commitment to using industry accepted best practices and technology along with experienced personnel to provide the highest quality service and results to professional wealth managers and the clients they advise. Equally important, the Alliance brings the continued commitment to integrity, transparency, and professionalism of both firms to their nationwide clients, helping to reinforce the use of best practices and standards among the nation's leading Life Settlement brokers.

"We have been talking with firms from around the country, and Life Advisors was a clear standout" said Tedmund W. Pryor, Chief Executive Officer of LifeOptions. "The Alliance will continue to explore relationships with other Life Settlement brokers who demonstrate the same standards of professionalism and ethical business practices in an effort to serve our largest clients and prospects."

A Life Settlement (the sale of a life insurance policy on the secondary market) is an alternative solution for seniors considering lapsing or surrendering their life insurance policies. Life Settlements typically generate three to four times the cash surrender value of a policy, and more than \$2 billion of incremental value has been generated over and above cash surrender values for seniors in just the last five years alone.

About LifeOptions: LifeOptions is a leading Life Settlement broker headquartered in Stamford, Connecticut, and conducts business nationwide.

Founded in 2005 by life insurance and finance professionals, LifeOptions' commitment to integrity, transparency, and to delivering superior results has fueled significant growth and recognition.

About Life Advisors: Life Advisors, Inc is a leading Life Settlement broker headquartered in Westlake Village, Ca. Life Advisors was founded in 2005 by life insurance and finance professionals dedicated to integrity, transparency, and providing the highest level of service and support for their customers resulting in significant growth and recognition.

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