



Welcome Life Financial Group Opens London Office



London, England (MMD Newswire) April 19, 2010 -- Welcome Life Financial Group, LLC, a global leader in Life Settlement products and services, after participating in the European Life Settlement Association (ELSA) first European Trade Mission: London, Luxembourg, and Zurich, announced the opening of its London office.

"We are proud to be an integral part of the creation of the European Life Settlement Association which sets standards for the European Life Settlement Industry and promotes privacy, transparency and independent objective advice to retail and institutional investors and congratulate Michael Fugler, our Head of Global Capital Markets on being elected ELSA Secretary on February 22, 2010. Our participation in this first European Life Settlement Trade Mission was so successful we are officially opening our London office," said John Welcom, CEO of Welcome Life.

The life settlement market originated in the US, where life insurance policy holders are able to sell their policies to third parties for more than the surrender value but less than the maturity value, under strictly regulated conditions. A thriving secondary market has now evolved trading these policies as an alternative asset class. Life settlements are typically used in products designed for sophisticated investors, and characterized by the use of actuarial skill to produce returns. Life settlements represent an estimated \$12 billion annual secondary market and one of the fastest growing financial sectors today.

Michael Fugler, Head of Global Capital Markets, represented Welcome Life Financial Group at the three-country Life Settlement Trade Mission and was a featured speaker in London and Zurich:

London: The Roles of Life Settlement Professionals

Over the course of a decade, the financial transaction commonly understood today as a "life settlement" has evolved from a simple and pure exchange between a life insurance policy owner and a purchaser to a more nuanced and complex series of actions made possible by numerous actors. This session will provide a clear illustration of the life

settlement process, each industry participant involved and the implications of their role in the outcome.

"Our industry needs to aggressively design and promote proper education and protection for the individual investor in this developing new asset class" said Mr. Fugler. He continued, "Each participant needs to do its part in assuring that the foundation of the future of the industry is built upon: Consumer Education, Full Disclosure, Fiduciary Duty, Transparency, Privacy, Best Execution and Fair Market Value."

Zurich: The Gap into Knowledge - Using Technology in Life Settlements

Investors in life settlements need to manage information as well as people. Best practices, not to mention the volume of information involved in transactions, require that security, privacy and data integrity be addressed as integral to any investment business. For many institutions not completely familiar with the Longevity Marketplace there is a need for independent objective advice. These speakers examine how technology can help investors with their needs for compliance, risk management, pricing, trading and infrastructure while addressing the tools available to assist investors in bridging the knowledge gap. Michael Fugler of Welcome Life Financial Group and Mark Venn of ClearLife discuss the issues surrounding privacy and transparency and explore some of the technology available to assist investors with trading, risk management and portfolio analysis.

"The volume of information involved in a life settlement transaction is too large to handle without the proper technology to manage compliance, risk management, pricing and trading but the technology must also protect security, privacy and data integrity," said Mr. Fugler. "We are advocating the use of a technology platform to achieve standardization within the longevity investment market place," Fugler said.

The Trade Mission is presented in partnership with the American Life Insurance Settlement Association (LISA) and other members of ELSA's founding body. On hand will be numerous top industry leaders from all major areas including Underwriting and Mortality experts, Fund Managers, Life Settlement Brokers and Providers and service related professionals.

Michael Fugler www.michaelfugler.com

Head of Global Capital Markets, Welcome Life Financial Group www.welcomelife.com

Secretary, European Life Settlement Association (ELSA) www.elsa-sls.org

Mr. Fugler currently serves as Head of Global Capital Markets for Welcome Life Financial Group. His responsibilities include managing the strategic vision and direction for building Welcome Life Financial Group as the global expert in longevity markets, offering institutional clients with trading, product development, capital raising and independent objective advice. Fugler was a key member of the team that led its subsidiary, Welcome Life Securities to become the first Broker Dealer to operate exclusively in life settlements.

Mr. Fugler has been a licensed Attorney for 37 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 15 of those years being FINRA registered with Series 7, 24 and 63 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe and the USA. Mr. Fugler was elected Secretary of ELSA at its first organizational meeting February 22, 2010 in London.

Welcome Life Financial Group LLC www.welcomelife.com

Welcome Life Financial Group, LLC is an international company dedicated to the secondary market for life insurance. Welcome Life's family of companies provides market-leading solutions to all industry participants involved in the life settlement lifecycle, including Producers, Brokers, Providers and Financing entities. Its affiliates include:

Welcome Funds Inc. - recently celebrated its 10th anniversary as one of the industry's oldest and largest Life Settlement brokers.

PolicyTrac® - a leading provider of technology solutions to the longevity market. Clients include leading Life Settlement Brokers, Providers and financing entities in the industry.

Welcome Life Securities, LLC - the first US Broker-Dealer exclusively operating in the Life Settlement marketplace providing institutional clients access to a state-of-the-art Life Settlement trading platform as well as independent, objective, longevity related consulting services.

The European Life Settlement Association www.elsa-sls.org

The European Life Settlement Association (ELSA) was established 20th May 2009. ELSA sets standards for the European life settlement industry and promotes transparency by providing accurate, authoritative information to retail and institutional investors. Membership is open to capital providers, service providers and intermediaries in the life settlement market. ELSA's mission is to promote the development, integrity



and reputation of the European life settlement industry and to encourage fair competition within the European market.

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