



Michael Fugler to Chair Expanding European Life Settlement Association's New Education Committee

London, England (PRBuzz) May 19, 2010 -- Michael Fugler, global life settlement expert with Welcome Life Financial Group will Chair the European Life Settlement Association's (ELSA) newly launched Education Committee. The Committee was established to help promote greater education, transparency and provide better information about life settlements to the public, media and regulators. Also on the Committee are Richard Morris at Commerzbank, Jose Garcia at Carlisle Management Company, Tim Roberts at Catalyst Investment Group and Anna Bailey at MLF LexServ.

Life settlements - which turn US life insurance policies into tradable assets - have expanded rapidly since the financial crisis as they are one of few investments that have almost no correlation with market risk. They have no stock, bond or property exposure. However, the FSA has recently underlined the need for rigorous assessment and greater clarity in marketing literature to ensure suitability. Life settlements carry the risk of longevity and are a relatively illiquid asset, requiring careful management and controls in order to mitigate these risks effectively.

ELSA has responded to the market's sensitivity by establishing its new Education Committee. This will serve as a source of independent information and advice to those interested in understanding life settlement backed investments. The Committee is also working with fellow ELSA members to help steer ELSA's impending Code of Practice. This best practice Code will provide principles-based guidance concerning the structure, marketing and transparency expected of good institutions, and will highlight the key areas that investors (or advisers, in the case of the retail market) ought to assess before committing funds.

Commenting on the Committee Fugler stated, "ELSA is committed to improving the dialogue between product providers, regulators, investors and financial intermediaries. Over the coming months, the Education Committee will be developing an independent website to provide resources to help improve understanding the market, including regulators, the media, institutions and individuals and will place specific focus on educating the retail market and all its participants".

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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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