



Welcome Life Financial Group Opens Paris Office

Paris, France (PRBuzz) May 19, 2010 -- Welcome Life Financial Group, LLC, a global leader in Life Settlement products and services, announced the opening of its Paris office.

"Paris will be our base to enter French speaking countries using well connected local people with many decades of experience, who will initially focus our firms attention on education of the Life Settlement Industry and promote privacy, transparency and independent objective advice to institutions" said John Welcom, CEO of Welcome Life.

A thriving secondary market is now evolving, 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 \$10 billion annual secondary market and one of the fastest growing financial sectors today.

Michael Fugler, Head of Global Capital Markets, for Welcome Life Financial Group, who also serves as Secretary of The European Life Settlement Association, stated "It has been a pleasure to work in France during the past 15 years and I look forward to introducing the Life Settlement Asset Class to the Paris institutional marketplace."

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 participants. Welcome Life Financial Group hopes to provide a clear illustration of the life settlement process, each industry participant involved and the implications of their role in the outcome for those institutions desiring to take a closer look at this industry.

"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."

"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. Welcom. "We are advocating the use of a technology platform to achieve standardization within the longevity investment market place," Welcom said.

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 in 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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