



Michael Fugler to Speak at Finance iQ 10th Insurance Linked Securities Summit, Bermuda

Southampton, Bermuda / [PRBuzz](#) / July 19, 2011 - - Michael Fugler, a recognized global expert in Life Settlements, to Speak at Finance iQ, a Division of IQPC, 10th Insurance Linked Securities Summit, Bermuda, July 18-20, 2011.

July 19, 2011

The Move Towards Self-Regulation and The Impact of PR In The Life Sector

- Examining the major sources of negative publicity over the past 18 months
- Newspaper articles and press treatment
- The move towards self-regulation in Europe and worldwide
- Does the life settlements industry deserve the reputation it is acquiring?
- Determining the most effective strategies for winning the publicity war

Mr. Fugler stated, "The future of the Life Settlement Industry will rise and fall with the court of public opinion, so education and self regulation are the building blocks for long term success. Our industry needs to be aggressive in being the leader in the development and suggestion of appropriate regulations and cooperation universally with industry participants in this rapidly changing global industry. New capital will come into this market when the people running the big institutions sense stability and a positive industry attitude."

Michael Fugler www.michaelfugler.com

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

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

Mr. Fugler currently serves as Head of Global Capital Markets for Welcome Life Financial Group where he manages 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. Mr. 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 38 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 16 of those years being FINRA registered

with Series 7, 24, 63 and 79 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe and the USA.

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.

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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