



Michael Fugler Interviewed by Vumanity Media at Finance iQ Conference, Bermuda

Southampton, Bermuda / [PRBuzz](#) / July 25, 2011 - - Michael Fugler, a recognized global expert in Life Settlements, was the first Interview conducted by Vumanity Media LLC at the 10th Insurance Linked Securities Summit, Bermuda, July 18-20, 2011, using Vumanity's new communication technology. The conference was hosted by Finance iQ, a Division of IQPC.

Mr. Fugler stated, "Participating in the use of Vumanity's new technology was an interesting and fun experience. Vumanity's downloadable desktop client allows anyone, anywhere with access to a computer and webcam the opportunity to host or participate in a branded show. Vumanity puts content production at your fingertips. With just a laptop and webcam, you can create content, record, edit and distribute a quality interview."

Mr. Fugler further stated, "When I was with WBRZ, an ABC affiliate in Baton Rouge, Louisiana, filming a regularly featured television segment, they had to have expensive editing equipment, professional lighting and cameras and professionals to run the equipment. Being able to develop and produce great content without expensive equipment and professionals can transform your online presence with video and interactive rich-media and is definitely moving us into the digital age."

During the interview, Mr. Fugler answered questions about the Conference and its attendees, as well as his role in Chairing, speaking and moderating at the conference. Mr. Fugler stated, "My role in the conference focused on discussing the future of self-regulation in the Life Market, as well as PR, and what I believe it will take to get additional investments in the Life Market."

The interview can be found at <http://iqpcnetwork.vumanity.net/shows/collaborate/tB-q3r3QrAIYMuIKXiDu>.

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.

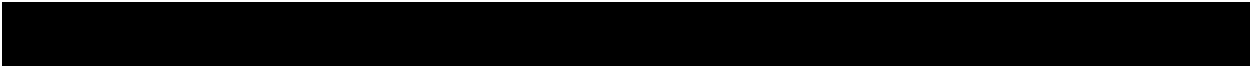
European Life Settlement Association www.elsa-sls.org

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.

Vumanity www.vumanity.com

Vumanity provides businesses with technology to produce online video to help in increasing brand awareness, building online communities and fostering a more engaging sales process. As consumer demand for online video increases, Vumanity allows your company's access to presence online and across social media platforms to keep pace.

In addition to driving conversions and customer engagement, online video produced using Vumanity provides a host of other benefits to businesses:



Increased site traffic. Engaging online video content is a powerful tool in driving site traffic, particularly in organizations that are also syndicating their content to third-party sites and social networks.

Increased Visibility. Video helps to improve organic search engine rankings.

Greater prospect and customer engagement. Along with increased visits, businesses have seen higher click through rates across video content websites.

Improved Customer Satisfaction. Businesses who have video on their site have seen customers make more informed decisions about their product or service.

Advertising cost savings. Online video content is much cheaper to produce than a typical television ad.

Download, Record and Share. It really is that simple.

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