



Michael Fugler Featured on Panel at LISA's 16th Annual Fall Life Settlement Conference, Miami

Boca Raton, FL ([PRBuzz](#)) November 9, 2010 -- Michael Fugler will attend and be featured on a panel at the Life Insurance Settlement Association's (LISA) 16th Annual Fall Life Settlement Conference in Miami, Florida to discuss the European Life Settlement Association (ELSA), its Code of Practice and Education of regulators, media, institutions and individuals.

The panel will provide a brief introduction to ELSA's Code of Practice discussing its importance and impact on the European market and the reaction to their Code of Practice since its release just a few weeks ago.

Mr. Fugler, Chairman of ELSA's Education Committee, will explain that his Committee is in charge of ELSA's promotion of greater education, transparency and the provision of better information about life settlements to industry participants, the public, media and regulators. The Committee is preparing to launch a new website with educational and resource materials and will feature a section to help educate about ELSA's Code of Practice. ELSA's PR Committee is also part of the Education Committee.

Mr. Fugler stated, "This asset class is one of the finest investments in the market today, we just need to be reasonable in the valuation, realistic for its returns, deal with advisors and service providers that are trustworthy, use technology that allows us to protect the participants and provide for efficiency in the market for better returns."

He further stated that, "The life settlement industry can grow from its current \$10 billion market to its forecasted \$140-\$160 billion by 2016 but only if it is standardized and has the proper technology. There is a need for a comprehensive, web-based platform to successfully streamline and simplify technology, resources and processes into a single source that will enable this industry to recognize efficiencies never previously offered nor experienced by the market."

The Fall Life Settlement Conference is LISA's premier annual event. In a show of the industry's continued strength, LISA will convene its 16th consecutive conference in Miami Beach, Florida. As 2009 came to a close, the settlement industry contemplated a year of unprecedented events and trends. Public awareness of life settlements is at an all time high. The two largest markets, California and New York, are now fully regulated and Capitol Hill is primed to consider how the capital markets will influence a multi-

billion dollar consumer-driven industry. The 16th Annual Fall Life Settlement Conference will draw upon these themes to provide a broad view of the secondary market's strengths and vulnerabilities. LISA's annual conferences feature prominent industry leaders, influential lawmakers and regulators as well as established representatives from the investment community. Regularly drawing in excess of 400 attendees, the Fall Conference is unique in its focus on exclusive networking opportunities, personalized staff service and the high attention to detail needed to make your conference experience productive and enjoyable.

Michael Fugler <http://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.

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, 63 and 79 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 in February 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.

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.

Life Insurance Settlement Association's (LISA) www.thevoiceoftheindustry.com
LISA's mission is to promote the development, integrity and reputation of the life settlement industry and to promote a competitive market for the people it serves.

LISA is the nation's oldest and largest organization representing participants in the Settlement Industry with a current membership of over 134 Companies, doing business in all fifty states and the District of Columbia and Puerto Rico and the U.S. Virgin Islands. We were founded in 1995. Our membership consists of Brokers, Providers, Financing Entities, and service providers to the industry. Our mission is to promote the development, integrity and reputation of the life settlement industry and to promote competition in the market we serve.

Since its inception, LISA has been the leader in promoting responsible legislation and regulation in the industry. Members and staff have contributed conceptual as well as detailed language to laws governing the industry in every regulated state. These efforts have resulted in improved public information and awareness while helping to create a competitive market place that serves consumers a valuable financial service.

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