

COVENTRY DELIVERS MORE THAN \$200 MILLION TO FLORIDA POLICYOWNERS

Fort Washington, PA – October 9, 2007 – Coventry, the leader in the secondary market for life insurance, announced today that it has now provided policyowners in Florida with more than \$200 million over the cash surrender value for their unneeded life insurance policies.

This is \$200 million that would have been in the coffers of the life insurance companies, instead of in the pockets of policyowners. Since 2001, Coventry has provided policyowners nationwide with more than \$1.2 billion for their policies.

Unfortunately, life insurance companies don't want consumers to know that they have a third choice when it comes to terminating their life insurance in addition to allowing the policy to lapse or to accepting a lower cash surrender value. That third choice is to enter into a life settlement and sell the policy in the secondary market, where it will typically sell for an amount that is significantly higher than the cash surrender value the insurance companies are willing to offer.

“Life insurance is a valuable asset, and policyowners should keep their policies in force as long as they are needed,” stated Alan Buerger, Coventry's Chief Executive Officer. “If, however, for some reason, the coverage is no longer needed, policyowners should consider the benefits of selling their policies in the secondary market. A life settlement can serve as a powerful estate and business planning tool that enables the efficient reallocation of life insurance assets.”

Life settlements are typically most appropriate for high net worth individuals, businesses or trusts with life insurance policies that are no longer needed or otherwise not performing up to expectations. Policyowners should consult with their financial advisors before making a decision to sell their policies in the secondary market. The insured must be age 60 or above and the face amount must be in excess of \$250,000.

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About Coventry

Coventry (www.coventry.com) bridges insurance and capital markets to create groundbreaking products for the financial services industry. The company is the leader in the secondary market for life insurance and pioneered the resulting life settlement industry. Fueled by bold ideas, impeccable standards and a deep



understanding of structured finance and life insurance, Coventry has ignited a transformation by opening new opportunities for investors, consumers and the financial professionals who serve them. Based in Fort Washington, PA, Coventry is the first secondary market company to ever receive Standard & Poor's highest Servicer ranking and was ranked #1 in the insurance category of the INC. 500 listing of the fastest growing privately held companies in America.