

Coventry First Receives Standard & Poor's Highest Ranking

Only Firm in the Secondary Market for Life Insurance to be Ranked

Fort Washington, PA - October 1, 2004-- Coventry First, the creator and leader of the secondary market for life insurance, has received a STRONG ranking from Standard & Poor's Ratings Services as a Consumer Finance Servicer of life settlements.

The ranking is based on Coventry First's "highly experienced executive team, thorough policies and procedures, training regimen, and effective internal controls." It is the highest ranking given by Standard & Poor's.

Coventry First, the only firm operating in the secondary market for life insurance to be ranked, was also given a positive outlook ranking, based on projections that the firm is positioned to continue its dynamic growth over the next 18 months.

In addition, the S&P analysis cited the following as contributing to its ranking:

- Careful tracking throughout the case management process.
- Senior executives with an average of 20 years of industry experience.
- A low annualized turnover rate of 5%.
- A training regimen that acquaints new personnel with their roles and responsibilities.
- A continuing education program that is licensed in 50 states and that has served more than 20,000 advisors.

"These rankings from the nation's premier rating agency validate the fact that our growth within the secondary market is based on sound business practices and rigorous due diligence," said Alan Buerger, CEO of Coventry First. "This solid foundation is critical to the long-term ability of our firm to continue to create new financial opportunities for consumers."

In assessing Coventry First's outlook, the report stated that it believes Coventry First "is well positioned to achieve its goals" of growing its portfolio of life insurance in force from \$3 billion to \$6 billion over the next 12 to 18 months, a growth curve that is consistent with the company's past performance. "Coventry First will remain a very capable consumer finance servicer of life settlements for a wide variety of investors," noted the report.



About Coventry First

Coventry First (www.coventryfirst.com) bridges insurance and capital markets to provide consumers with unprecedented financial opportunities. The company created the secondary market for life insurance and pioneered the resulting life settlement industry. Fueled by bold ideas, a deep understanding of life insurance, and impeccable ethical standards, Coventry First continues to lead the market by opening new opportunities for consumers and the financial professionals who serve them. Based in Fort Washington, PA, Coventry First was named the 12th fastest-growing privately owned company in Inc. magazine's 2003 ranking of the 500 fastest-growing private companies in the U.S.

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