

Coventry First Makes Life Settlement Forms Available Online Through iPipeline Network

Latest Innovation from Secondary Market Leader Creates New Efficiencies for BGAs

Fort Washington, PA – November 18, 2005 – Coventry First, a pioneer of the secondary market for life insurance, today announced that it is the first secondary market provider to make life settlement transaction forms available through the life insurance industry’s leading online clearinghouse, iPipeline. The move, expected to significantly increase product accessibility and efficiency for Brokerage General Agents (BGAs), points to the continued growth of the secondary market and the demand for related products. This is the latest in a series of innovations by Coventry designed to increase the convenience of secondary life insurance market offerings.

“We have a commitment to make it easier for people to do secondary market transactions and this is the logical evolution in that process,” said Alan Buerger, co-founder and CEO of Coventry First. “Working with iPipeline, we’ve created a one-stop shop where BGAs have instant access to traditional life insurance and secondary market products in one convenient online location. We take our role as a market leader very seriously and we’ll continue to push for new ways to increase accessibility to the secondary market.”

BGAs across the country use iPipeline as a resource for downloading a variety of life insurance forms and information on a daily basis. Coventry’s participation in the service now creates a single online clearinghouse where BGAs can gain instant access to those traditional forms as well as the forms required for secondary market transactions.

About Coventry First

Coventry First (www.coventryfirst.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, a deep understanding of life insurance, and impeccable 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 is the first secondary market company to ever receive Standard & Poor’s highest

Servicer ranking and was named the nation's 10th fastest-growing privately held company in the annual INC. 500 listing.

About iPipeline

iPipeline provides insurance companies and distributors with point of sale tools enabling producers to market, sell and transact insurance faster. These web-based tools give producers access to iPipeline's aggregated content databases that include over 1,200 annuity, disability, life and long term care insurance products. iPipeline's customer network connects over 700 wholesalers, banks and broker-dealers with over 100 insurance companies making life easier for their 250,000+ producers to increase premium production. iPipeline's suite of tools include forms libraries (including smart, electronic, online/offline fillable forms), real-time quotes, product information, illustrations, field underwriting support, drop-ticket application fulfillment, requirements ordering, and other web-based services. iPipeline's tools can be used on a stand-alone basis and integrate easily into customer websites and workflows to power a compliant, branded end-to-end solution. Visit us at www.ipipeline.com, email us at sales@ipipeline.com or call (800) 758-0824 now to gain a competitive edge today.

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