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LIFE SETTLEMENT AWARENESS MONTH® BEGINS TODAY

Event Opens with Record Number of Registrations

SAN DIEGO – June 1, 2010 – Celebrating five years of free life settlement industry education, Life Settlement Solutions, Inc. (LSS) kicks off Life Settlement Awareness Month® (LSAM®) events today.

LSAM® is one of the industry's largest educational efforts and has been held each June since 2006. It is designed to bring timely industry education to financial and insurance professionals, and qualified institutional participants of all experience levels.

Registration for 2010 events opened in late-April 2010 and more professionals have registered this year than in any previous year.

"To date we have provided education through LSAM to more than 10,000 professionals," said Larry Simon, president and CEO, Life Settlement Solutions, Inc. "Every year studies show that the main barrier to market entry is the lack of education. It is our goal to break down this barrier by providing free educational opportunities to the marketplace, thus advancing the industry forward.

"Since the financial crisis began, we've seen an influx of new participants with piqued interest in alternative assets, like life settlements. We've done a lot with this year's program to ensure we are catering to that demographic."

All events are web-based and free to attend. The schedule is as follows:

- June 1 – Fundamentals of Life Settlements
- June 3 – Advanced Strategies and Case Studies
- June 8 – Qualified Participants Only Part 1 - Current Opportunities and State of the Market

- June 16 – Broker Panel: Understanding Providers and Brokers
- June 22 – The Life Settlement Marketplace - Regulatory Climate; Market Trends
- June 24 – Qualified Participants Only Part 2 - Portfolios, Securitization, Settlement Allocation impact on overall Portfolios

Space is limited and pre-registration is required. Events are open to financial and insurance professionals, and qualified institutional participants of all experience levels. To register, visit the events page of www.lifesettlementawarenessmonth.com, or contact Angie Robert at arobert@lifefirms.com.

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