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**LIFE SETTLEMENT SOLUTIONS ANNOUNCES DATES**  
**FOR 2009 LIFE SETTLEMENT AWARENESS MONTH®**  
*Fourth Annual Event Provides Industry Education*

**SAN DIEGO – April 6, 2009** – In its fourth year, Life Settlement Awareness Month® (LSAM) and its sponsor, Life Settlement Solutions, promise more events for distribution and investment audiences than ever before.

LSAM was launched in 2006 in response to the annual survey conducted by Agent Media Corp. in conjunction with the Life Insurance Settlement Association cited a lack of familiarity with the life settlement industry as a prime reason for reduced participation in the field. While the number of educational resources is increasing, there is still room for improvement. In this year's survey, more than 60 percent of respondents stated that they had never completed a settlement transaction.

"Interestingly enough, nearly 90 percent of those surveyed this year said they believed there is potential for additional income from life settlement transactions," said Larry Simon, president and CEO, Life Settlement Solutions, Inc. "Financial and insurance professionals are not the only group taking notice of this asset class, though. Over the last 12 months, we have seen a tremendous spike in interest from investors in other sectors as well. The potential benefits are hard to ignore, especially in this turbulent market."

Simon added that based on the increased interest this year from broader audiences, Life Settlement Solutions has added even more investor-focused events to the 30-day educational track than ever before.

Events geared toward financial and insurance professionals include a review of industry fundamentals, advanced case studies, the regulatory environment and trends. Additional events limited to qualified participants<sup>1</sup> will cover portfolio diversification, industry outlook, distressed assets, servicing strategies, and more.

All events begin at 1:30 p.m. Eastern time, are free of charge and are presented over the Internet. The schedule of events is as follows:

- June 1 –Fundamentals of Life Settlements (open participation)
- June 4 –Advanced Strategies – Case Studies (open participation)
- June 11 –Life Settlements Investments – Portfolio Diversification and Investment Outlook (qualified participants only)
- June 16 –Life Settlement Portfolios and Servicing Strategies (qualified participants only)
- June 23 – How the Changes in the Life Settlement Industry Over the Last Year Will Impact the Market Going Forward (qualified participants only)
- June 25 - Advanced Strategies – Regulation and Trends (open participation)
- June 30 –Fundamentals (REPLAY) (open participation)

Also during June, Life Settlement Solutions will be exhibiting at the annual Million Dollar Round Table convention in Indianapolis, and will be offering a continuing education course for life licensing that has been approved in all 50 states.

To register for the events, visit [www.lifeselementawarenessmonth.com](http://www.lifeselementawarenessmonth.com). For questions, pre-qualification as a qualified participant or more information, contact Angie Robert at 858/576-8067 or [arobert@lifefirms.com](mailto:arobert@lifefirms.com).

*Life Settlement Solutions, Inc. is one of the largest and most respected life-settlement providers in the industry. A premier firm in the non-viatical life-settlement field, Life Settlement Solutions and its management represent one of the most experienced institutionally funded life-settlement companies, having collectively purchased life insurance policies in excess of \$2 billion in aggregate face value to date. Life Settlement Solutions is well known for competitive pricing, strong customer relationships, service, compliance and strict adherence to regulatory requirements. As a leading advocate for*

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<sup>1</sup> An "Accredited Investor" as defined under Rule 501 of Regulation D promulgated under the Securities Act of 1933, as amended.

*industry education, Life Settlement Solutions founded Life Settlement Awareness Month® to provide valuable training on the life settlements industry. This annual event offers top-of-the-line marketing support, training and industry expertise to improve producer sales activities. For more information regarding Life Settlement Solutions, visit [www.lss-corp.com](http://www.lss-corp.com).*

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