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**LIFE SETTLEMENT AWARENESS MONTH® REGISTRATION OPENS**

*Life Settlement Solutions, Inc. Presents Biggest Month in Four-Year History*

**SAN DIEGO – May 18, 2009** – This year more than ever before, Life Settlement Solutions has opened up Life Settlement Awareness Month® **LSAM** events to investors, as well as financial and insurance professionals.

Registration for the month-long educational celebration is now open on the [www.lifeselementawarenessmonth.com](http://www.lifeselementawarenessmonth.com) events page. Life Settlement Awareness Month, presented and founded by Life Settlement Solutions, Inc. in 2005, is designed to bring timely industry education and information to financial professionals and investors interested in or currently participating in the life settlement asset class.

“Many changes have come this year, particularly to those engrained in the financial sector,” said Larry Simon, president and CEO. “Because of these changes, we’ve seen an influx of new investors with piqued interest in alterative assets, like life settlements.”

The increase in life settlement interest prompted Life Settlement Solutions to add even more events than it had originally planned to the line-up. Since March, the presenting organization jumped from six scheduled events, to nine – the most in the history of Life Settlement Awareness Month, which is now in its fourth year.

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## **LSAM REGISTRATION OPENS – 2-2-2-2-2**

“We believe that it is critical to a successful entry and practice in the life settlement industry for professionals to have sufficient educational resources in their arsenal,” said Simon. “That has always been the impetus for Life Settlement Awareness and will continue to be no matter what changes come in the industry.”

New this year is a three-part investor-focused series that will include educational presentations covering the investment outlook, the asset class in detail, regulation and investment trends, investment options, risks, benefits, actuarial changes, pricing, servicing, portfolio organization, and more. Also new for financial and insurance professionals, a panel of experts will speak on how the changes to the industry over the past year will impact the industry moving forward.

As in previous years, there will be fundamentals and advanced courses available, as well as a 50-state-approved continuing education course for life licensing.

Events begin June 1 and run through June 30. Space is limited. Most events are free to attend and open to financial and insurance professionals, and institutional investors of all experience levels. For full detail on events and schedules, or to register, visit [www.lifesettlementawarenessmonth.com](http://www.lifesettlementawarenessmonth.com). Contact Angie Robert at 858/576-8067 or [arobert@lifefirms.com](mailto:arobert@lifefirms.com) with questions or for more information.

Life Settlement Solutions, Inc. (LSS) is one of the largest and most respected life-settlement providers in the industry. Its management represents one of the most experienced, institutionally-funded life-settlement companies, having purchased life insurance policies with several billion dollars in aggregate face value to date. LSS is well known for its expertise and demonstrated track record of representing institutional investor clients, especially in the areas of due diligence, compliance, and meeting investor portfolio criteria. LSS has an industry-renowned distribution network that provides a significant and steady flow of quality assets. As a leading

advocate for industry education for distribution firms and financial professionals, Life Settlement Solutions designated Life Settlement Awareness Month™ to provide valuable training on all areas of life settlements. For information regarding LSS visit [www.lss-corp.com](http://www.lss-corp.com).

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