

Contact: Angie Robert  
Life Settlement Solutions, Inc.  
858/576-8067  
[arobert@lifefirms.com](mailto:arobert@lifefirms.com)

## **MONTH OF FREE EDUCATIONAL LIFE SETTLEMENT EVENTS BEGINS TODAY**

*Fourth Annual Life Settlement Awareness Month (LSAM) ® Offers Comprehensive Industry Information to Financial and Investment Pros*

**SAN DIEGO – June 1, 2009** – More than ever before, financial and investment professionals are looking for timely and relevant information on the life settlement industry to assist clients who have experienced significant declines in their financial assets and estate values.

Now in its fourth year, Life Settlement Awareness Month (LSAM) ®, presented by Life Settlement Solutions, Inc. (LSS), is offering a more robust schedule of free educational training courses and expert panels designed to provide valuable knowledge and insight to financial, insurance and investment professionals.

“Over the past year our industry has seen many changes that have altered the way life settlements are priced, regulated and transacted,” said Larry Simon. “It is our responsibility to stay on top of these changes and promote best practices in life settlements to current and potential industry participants.”

Simon added that, unlike many educational life settlements webcasts and conferences, all LSAM events are free to attend and do not require any travel.

“All of our events are designed to extensively cover the most important current topics in our industry,” said Simon. “We’ll cover topics including fundamental strategies, the new IRS tax rulings on life settlements, various investment strategies, changes in life expectancy underwriting and more.”

The first event – a fundamentals course for financial and insurance professionals new to the industry – begins today, June 1, at 1:30 p.m. Eastern time. Other events include:

- June 4 – Advanced Strategies Course – Case studies (financial and insurance professionals only)
- June 11 – Panel part 1: State of the Industry (accredited investors only)
- June 16 – Panel part 2: Investing in Distressed Assets (accredited investors only)
- June 18 – Panel: How the Changes in the Life Settlement Industry over the last year will impact the market going forward (financial and insurance professionals only)
- June 23 – Panel part 3: Longevity Risk and Life Expectancies (accredited investors only)
- June 25 - Advanced Strategies Course – Regulation/Trends (financial and insurance professionals only)
- June 30 – Fundamentals Course - replay (new financial and insurance professionals only)

Space is limited. For full detail on events and schedules, or to register, visit [www.lifeselementawarenessmonth.com](http://www.lifeselementawarenessmonth.com). Contact Angie Robert at 858/576-8067 or [arobert@lifefirms.com](mailto:arobert@lifefirms.com) with questions or for more information.

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