



Contact: Angie Robert  
Life Settlement Solutions, Inc.  
858/576-8067  
arobert@lifefirms.com

**LIFE SETTLEMENT SOLUTIONS PROVIDES  
EDUCATIONAL RESOURCES ON THE LIFE-SETTLEMENT INDUSTRY**

*Company Hosts Well-Attended Webinars During Life Settlement Awareness Month™*

**SAN DIEGO – July 2, 2007** – In the insurance industry, it's not just who you know that's important, it's what you know. In response to the industry's calls for quality educational resources for those looking to enter the life-settlement market, Life Settlement Solutions, Inc. provides the means to achieve success through its webinars and industry events.

In June, Life Settlement Solutions hosted Life Settlement Awareness Month™. To promote industry awareness, the company presented information at the NAILBA Focus Meeting and the MDRT Annual Meeting, and hosted webinars titled "Life Settlements Fundamentals" and "Advanced Strategies for Life Settlements." Life Settlement Solutions also hosted a webcast featuring a panel of experienced life-settlement industry professionals, as well as offered one of the first certified continuing-education courses on the subject. The continuing-education course was one of the first of its kind, and will be available year-round at [lss.webce.com](http://lss.webce.com) or [www.lifesettlementawarenessmonth.com](http://www.lifesettlementawarenessmonth.com). These events were attended by more than 600 participants.

"At the conclusion of our second-ever Life Settlement Awareness Month, we received an overwhelmingly positive response from those new to the life-settlement industry, as well as seasoned life-settlements professionals," said Larry Simon, founder and president of Life Settlement Solutions. "Agents and brokers looking to continue their life-settlements education can turn to Life Settlement Solutions' Web site and our quarterly newsletter for up-to-date information on this ever-evolving industry."

- more -

## **LSS PROVIDES EDUCATIONAL RESOURCES – 2-2-2-2-2**

The purpose of Life Settlement Awareness Month is to increase the awareness and knowledge of life settlements as well as to offer top-of-the-line marketing support, training and industry expertise to improve producer marketing and sales activities during summer – a traditionally slow sales activity time of the year. Life Settlement Solutions also provided a seven-step marketing concept, where agents and brokers can learn strategies to improve customer relationships and sales activities during the remaining summer months.

The marketing strategy, presentation slides, and more industry resources are available for download at [www.lifesettlementawarenessmonth.com](http://www.lifesettlementawarenessmonth.com). For information about additional educational resources for the life-settlement industry, contact Angie Robert of Life Settlement Solutions at 858/576-8067 or via e-mail at [arobert@lifefirms.com](mailto:arobert@lifefirms.com).

Life Settlement Solutions 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 purchased life-insurance policies with nearly \$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 industry education, Life Settlement Solutions founded Life Settlement Awareness Month to provide valuable training on life settlements for financial professionals. This annual event offers top-of-the-line marketing support, training and industry expertise to improve producer sales activities. For information regarding Life Settlement Solutions, visit [www.lss-corp.com](http://www.lss-corp.com).

# # #