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AAG Announces Legendary Actor Peter Graves as Reverse Mortgage Spokesperson

Kicks Off the Second-Half of a Two-Part National TV Campaign

Irvine, Calif. (October 9, 2009) – American Advisors Group (AAG) has selected veteran film and television actor Peter Graves as its spokesperson for a national media campaign beginning October 12. The new television commercials on national cable and broadcast networks will further promote the value and benefits of reverse mortgages for American seniors.



Graves' appearance kicks off the second-half of a two-part national media campaign, which was begun last month by the company – a campaign that is replete with personalized stories of how reverse mortgages have provided much needed relief from their current financial hardship. The new series of TV ads coincides with the reverse mortgage originator's release of a new informational DVD, brochure and website launch. Mr. Graves said; "It's wonderful to be part of a company that places customers first and is assisting seniors across the country to improve their lives – AAG really is helping seniors live a better life."

“We’re very excited to have a Hollywood legend like Mr. Graves representing AAG and this important financial product for seniors,” said Reza Jahangiri, CEO of AAG. The national television campaign will better educate seniors about reverse mortgages and promote the personal and patient service AAG provides, he said.

Graves, who was a favorite amongst senior audiences in AAG’s pre-selection testing, is best-known for his starring role in the television series “Mission: Impossible.” Graves played lead role, Jim Phelps, the sometimes gruff leader in the series, which ran from 1967 to 1973 and again in a revival, from 1988 to 1990. In 1971, he won a Golden Globe for Best TV Actor for this role. Graves has also been nominated for three other Golden Globes and an Emmy. He has appeared in 51 films and made more than 130 TV and other appearances since his career in 1941. His recent roles include “Men in Black” in 2002 and host of Biography on A&E for 58 episodes from 1994-2006.

In August 2009, JAM Equity Partners, LLC (JAM), a private investment firm specializing in financial services companies, committed a \$4 million investment from its JAM Special Opportunities Fund II, LP. AAG has quickly become an industry leader in reverse mortgages and through this national campaign hopes to further educate and promote reverse mortgages to seniors across America.

FOR MORE REVERSE MORTGAGE INFORMATION AND CUSTOMER TESTIMONIALS, VISIT:

www.aagreverse.com and www.aagreverse.com/testimonials.shtml

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About American Advisors Group

The company is a leader in the reverse mortgage industry, setting as its prime mission to attain the highest level of customer satisfaction and to help seniors improve their lives. The drive for innovation and excellence, as well as the commitment to quality customer service, has led AAG to be among the top reverse mortgage originators in the country.

About JAM

JAM Equity Partners is an affiliate of Jacobs Asset Management, an established, highly successful money manager with approximately \$450 million under management. JAM Equity Partners was founded by Sy Jacobs, Bill Roy and Mike Sekits to make and manage long term, high return investments into financial services businesses. JAM Equity Partners is the general partner of JAM Special Opportunities Fund I & II (“JSOF I & II”), private equity funds dedicated to

investing in financial services. JSOF I & II have over \$100 million in total committed capital. www.jampartners.com

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