



JAM Special Opportunities Fund Invests in Vertical Lend, Inc.

June 19, 2006 - Vertical Lend, Inc., an industry leading reverse mortgage originator and lead generator, announced it received from JAM Special Opportunities Fund, LP ("JAM") a \$7 million investment in Series A Convertible Preferred Stock. Proceeds from the financing will be used to further accelerate Vertical Lend's growth in the reverse mortgage sector, including funding the company's infrastructure, sales and marketing, and general working capital needs.

Based in Melville, NY, Vertical Lend has approximately 160 employees in three main divisions which are all leading participants in the reverse mortgage sector. Vertical Lend's Network Management division consists of a network of accountants, financial planners, insurance agents and tax preparers who market mortgage products to their personal clientele. Lender Lead Solutions division generates and sells reverse mortgage leads to a network of brokers, lenders, banks and other financial institutions through a nationally recognized advertising campaign featuring Robert Wagner as spokesman. Vertical Lend's Origination division originates both forward and reverse mortgage loans from its Lender Lead Solutions division.

"Vertical Lend represents an exciting opportunity to invest in a leading participant in the reverse mortgage industry, which is growing at 45% annually according to the MBA," said Mike Sekits. "Vertical Lend sells leads to 18 of the top 25 reverse mortgage originators in the U.S., representing approximately 6,000 reverse mortgage leads per month or 12% of the industry's volume."

"This is an extremely important and timely investment for the company. Clearly, the capital invested helps accelerate our growth and positioning in the reverse mortgage industry. The credibility of a financial partner such as JAM is a real testament to confidence in our future," said Vertical Lend's CEO David Peskin. "With their unique understanding of the financial services sector, JAM has the resources and expertise to help us take advantage of the enormous growth and market opportunity ahead and achieve our goals of reaching the next level of success."

About Vertical Lend and Lender Lead Solutions

Vertical Lend, Inc. (www.verticallend.com) is an industry leading mortgage banker and broker, and is the exclusive provider of the premier turnkey mortgage origination program designed specifically for financial professionals. Vertical Lend provides financial professionals with all the resources necessary to integrate mortgage services into their financial practice while

continuing to focus on their core discipline. Mortgage products include traditional, reverse, and home equity loans. The Vertical Lend platform has already helped thousands of financial professionals earn more, offer more to their clients, and expand their business. Since its founding in 1996, the company has closed over \$2 billion in loans.

Lender Lead Solutions (www.lenderleadsolutions.com) was launched in 2003 to meet the lead generation needs of the mortgage industry. The company's programs use unique, celebrity-hosted TV advertisements and free DVDs to educate consumers and pair them with qualified local lenders. LLS' Senior Lending Network campaign, hosted by renowned actor Robert Wagner, was developed to educate seniors about the powerful benefits of reverse mortgages.

About JAM

JAM Equity Partners, LLC is an affiliate of Jacobs Asset Management, an established, highly successful money manager with approximately \$150 million under management in JAM Partners, LP.

JAM Equity Partners was founded in May 2006 by Sy Jacobs, Bill Roy and Mike Sekits, who have a total of over 50 years of collective experience managing money and providing investment banking services within the financial services industry. Prior to founding Jacobs Asset Management in 1995, Sy Jacobs spent 12 years as a research analyst covering specialty financial services and bank stocks at Alex. Brown and Sons, Mabon Nugent, L.F. Rothschild and Salomon Brothers. Before joining JAM in 2003, Bill Roy was a financial services research analyst at Merrill Lynch, Trust Company of the West and Arco Investment Management. Prior to joining JAM in 2006, Mike Sekits was an investment banker with Sekits Capital, Bear Stearns, PaineWebber, Dean Witter Reynolds and The Shansby Group.

JAM Equity Partners, through its \$45 million private equity fund, JAM Special Opportunities Fund, LP, focuses primarily on the financial services industry and invests in three types of special opportunities:

- Investments in small to mid-sized, privately held financial services companies, including commercial and consumer finance, leasing, banking and financial technology.
- Investments in publicly traded, illiquid fallen-angels. Such companies will typically have market capitalizations of less than \$250 million and trade at deep discounts to long-term realizable value. JAM Equity Partners may seek opportunities to assist those companies in evaluating going-private transactions.
- Investment opportunities in assets such as loan portfolios or residual interests in performing or underperforming loan portfolios.

JAM Equity Partners welcomes the opportunity to review specific transactions and meet senior executives interested in identifying and participating in investments with JAM Special Opportunities Fund. See www.jampartners.com for additional information.

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