



Vertical Lend, Inc. Receives Additional Funding

October 16, 2006 – JAM Equity Partners, LLC (“JAM”) is pleased to announce the completion of a follow on investment into Vertical Lend, Inc., an industry leading reverse mortgage originator and lead generator. JAM Special Opportunities Fund, LP invested \$1.5 million, as a part of its initial \$5.5 million commitment, and JAM has invested an additional \$3.5 million through its affiliates. The additional capital will enable Vertical Lend to capture additional opportunities in the rapidly growing reverse mortgage market.

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.

“It’s an exciting time to be a participant in the rapidly growing and evolving reverse mortgage market,” said Mike Sekits. “Wall Street is showing increasing interest in this relatively new asset sector and liquidity in the secondary market is expanding as evidenced by recent securitizations. Additionally, the announcement of Ginnie Mae’s involvement in the securitization of FHA Home Equity Conversion Mortgages (HECMs) further validates the market opportunity. Our investment will help better position Vertical Lend to shape future developments in the reverse mortgage industry including product development and faster consumer adoption.”

About Vertical Lend and Lender Lead Solutions

Vertical Lend, Inc. (www.verticallend.com) is an industry leading reverse 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 \$175 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.

Contact:

Mike Sekits
JAM Equity Partners, LLC
2121 Rosecrans Avenue, Suite 2390
El Segundo, CA 90245
Tel: (310) 227-8600
Fax: (310) 227-8601
mike@jampartners.com