

Coventry CEO Alan H. Buerger to Address Eighteenth Annual Executive Conference for the Life Insurance Industry on Dec. 6

Fort Washington, PA – December 3, 2007 – Coventry First said today that Alan H. Buerger, Chief Executive Officer of Coventry First, will speak at the Eighteenth Annual Executive Conference for the Life Insurance Industry on December 6 in New York City.

The Conference, to be held at the Waldorf-Astoria, is entitled ‘Opportunities and Challenges in the Life Insurance Industry.’ Mr. Buerger is scheduled to speak about the emerging life settlement industry, which Coventry pioneered.

Mr. Buerger was recently the subject of a profile in *The Wall Street Journal*, (“Cashing In: An Insurance Man Builds a Lively Business in Death,” Page One, November 26, 2007), which highlighted Coventry’s groundbreaking role in the rapidly growing life settlement industry.

The secondary market for life insurance benefits consumers by paying policyowners a competitive market value for their underperforming policies. Since 2001, Coventry has provided consumers with more than \$2 billion for their life insurance policies. This is more than \$2 billion that goes directly to benefit consumers.

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About Coventry

Coventry (www.coventry.com) bridges insurance and capital markets to create groundbreaking products for the financial services industry. The company is the leader in the secondary market for life insurance and pioneered the resulting life settlement industry. Fueled by bold ideas, impeccable standards and a deep understanding of structured finance and life insurance, Coventry has ignited a transformation by opening new opportunities for investors, consumers and the financial professionals who serve them. Based in Fort Washington, PA, Coventry is the first secondary market company to ever receive Standard & Poor’s highest Servicer ranking and was ranked #1 in the insurance category of the INC. 500 listing of the fastest growing privately held companies in America.

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