

The Secondary Market for Life Insurance Expanding Rapidly

Coventry First Tops \$2 Billion in Life Insurance Policies Acquired

Fort Washington, PA – March 10, 2004 – Coventry First, the creator of the secondary market for life insurance, today announced the company has acquired more than \$2 billion in life insurance policies (estimated face value) since November 2001.

Company officials point to the \$2 billion milestone as evidence of the growing recognition of the secondary market for life insurance throughout the financial services industry. The secondary market provides a competitive marketplace where consumers can realize fair market value for their unneeded or underperforming life insurance. By 2007, the company expects the size of this secondary market to surpass \$45 billion.

Coventry First pioneered the secondary market for life insurance by bridging the insurance and capital markets. With the development of innovative products such as Life Settlements, SWAPP (Settlement with a Paid-up Policy), and Variable Annuity Rescue, Coventry First has attracted institutional capital from leading investment firms, according to Coventry First CEO and Co-founder Alan H. Buerger.

“By connecting capital and insurance markets, we have given financial professionals new financial planning options, and consumers greater flexibility in managing their assets,” says Buerger. “Exceeding the \$2 billion mark, with \$1 billion of those acquisitions completed in the past 10 months, reflects a market that is clearly taking off.”

Coventry transactions have enabled policyowners to receive more than \$240 million over cash surrender value for their unwanted life insurance policies.

Industry observers are taking note of the consumer benefits of the secondary market. In an article entitled “The Benefits of a Secondary Market for Life Insurance,” published by the American Bar Association (*Real Property, Probate & Trust Journal*, Fall, 2003), the authors concluded that the secondary market for life insurance is both pro-competitive and pro-consumer. The article reports that by allowing institutional investors to compete for unwanted or unneeded life insurance products, the secondary market has generated greater consumer choice, a wider range of products, and favorable valuations for consumers.

“We now have a new asset class,” says Buerger. “We see no end in sight to the dramatic growth of this market as financial advisors introduce this concept to



their clients. And as they do, consumers are increasingly responding by exercising their right to receive market value for their assets.”

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About Coventry First

[Coventry First](#) bridges insurance and capital markets to create groundbreaking products for the financial services industry. The company created the secondary market for life insurance and pioneered the resulting life settlement industry. Fueled by bold ideas, a deep understanding of life insurance, and impeccable ethical standards, Coventry First continues to lead the market by opening new opportunities for consumers and the financial professionals who serve them. Based in Fort Washington, PA, Coventry First was named the 12th fastest-growing privately owned company in Inc. magazine’s 2003 ranking of the 500 fastest-growing private companies in the U.S.

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