



**Al Christy, Jr.,
Founder & President, Equities First Holdings, LLC**

Al Christy, Jr., founder of Equities First Holdings L.L.C. and Diversified Financial Group, Inc., has proven himself a leading authority in the areas of long-term planning, cash-flow strategy, and resource allocation by combining the drive and discipline from his athletic background with the knowledge and experience he has acquired in the financial industry.

Christy attended Indiana University where he enjoyed a distinguished athletic career in football, track and baseball. In 1996, Christy found Diversified Financial Group, a mortgage banking firm that specialized in commercial, residential and small business loans. Through the banking relationships he established, Christy recognized an untapped opportunity in the securities industry to provide proprietary lending both privately and commercially.

In 2002, Christy established Equities First Holdings, a full-service, private, nonpurpose lender that specializes in stock lending transactions to investors in need of prompt funding or long term cash management.

Equities First Holdings provides terms based on its evaluation of the risk and future performance associated with the stocks, bonds, or U.S. Treasuries to be pledged as collateral to maximize and maintain complete, yet proprietary, flexibility of the equity loan process.

Equities First Holdings has executed successful stock-lending transactions involving the American Stock Exchange, NASDAQ National Stock Market, NASDAQ Small Cap Stock Market, New York Stock Exchange, Over-the-Counter Bulletin Board and several foreign exchanges.