



10 WEST MARKET STREET
SUITE 3050
INDIANAPOLIS, IN 46204
MAIN 317-429-3500
TOLL FREE 866-507-9160
FAX 317-429-3509
EQUITIESFIRST.COM

For interview availability, contact
Rick Kamel, 312.775.8399 or
312.802.0455.

Attention: Financial/Business Editor

Equities First Holdings Launches Direct-Mail Awareness Campaign throughout Indiana and Illinois

Indianapolis, Indiana - Equities First Holdings, LLC has launched a mail campaign designed to heighten awareness among financial advisers regarding Equities First Holdings' alternative financing option.

Stockholders seeking a quick, low-cost way to secure cash for their home, business or other expenses may feel the only sources of funding are to sell their investment portfolio or utilize margin accounts. The mailing informs 3,000 financial advisers in Illinois and Indiana of the alternative option of financing transactions through Equities First Holdings' asset lending.

Founder and CEO Al Christy Jr., an authority in the areas of long-term planning, cash-flow strategy and resource allocation, states, "Equities First Holdings offers a simple, flexible and secure way to obtain liquidity. The mailing is designed to make financial advisers and managers aware of our unique business model, which makes available to clients a source of funds they may not have known was available."

Mr. Christy founded Equities First Holdings in 2002, creating an alternative lending option for holders of stocks, bonds or treasury notes. The company provides low-interest-rate financing using clients' investment portfolio as collateral. As a private lender, Equities First Holdings is one of the few securities lenders in the industry to consistently return the borrower's position in full when he or she stays within the covenants of the financial instrument.

By employing successful cash-flow strategies, management and resource allocation, Equities First Holdings has made more than 400 loans, ranging from \$100,000 to \$8 million and currently manages \$40 million in assets. It is quickly becoming the worldwide financial firm of choice for global investors who are looking for securities-based lending.

Equities First Holdings, LLC is a full-service, private, nonpurpose lender that specializes in asset-lending transactions with investors in need of prompt funding. 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.

###