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Attention: Business Editor, Business Columnist

Business News Advisor

EFH launches advertising campaign that brings new pieces to the financial puzzle.



EFH
EQUITIES FIRST HOLDINGS
**STOCK
LOANS.**

LOW INTEREST RATES
RAPID FUNDING
NONRECOURSE
FLEXIBLE TERMS

THE MISSING
PIECE TO YOUR
FINANCIAL PUZZLE.

Equities First Holdings LLC (EFH) is a full-service, private, nonpurpose lender specializing in stock loans. We provide a quick, low-cost way to secure cash for your home, business, or any other purpose.

Using your investment portfolio as collateral, EFH can provide low-interest-rate financing to fund your dreams. We help our clients connect the pieces of the alternative lending puzzle.

Make your stocks do more for you with a *flexible, secure* stock loan from Equities First.

FOR MORE INFORMATION
CALL OR CLICK TODAY.
317-429-3500
WWW.EQUITIESFIRST.COM

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Equities First Holdings, LLC, has launched an advertising campaign to educate investors regarding the availability of stock lending transactions that offers both flexibility and security for their stock portfolios.

A multimedia advertising campaign will be launched next week in the Indianapolis marketplace stressing to investors that Equities First Holdings provides additional pieces to the financial puzzle facing investors in this cash-tight environment.

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. Both options may prove unwise during these uncertain cash-strapped times.

Al Christy, president of Equities First Holdings: "We launched this campaign to let borrowers know about our innovative program, one that offers borrowers a fast infusion of cash, using their investment portfolio as collateral while at the same time providing them with security that other financial options just don't offer. EFH provide low-interest-rate financing using clients' investment portfolios as collateral, creating an alternative lending option for holders of stocks, bonds or treasury notes."

The 12 - month advertising campaign is just the first step in educating Indianapolis investors that EFH is offering flexible and secure new pieces to the financial puzzle.

Equities First Holdings, LLC, is a full-service, private, nonpurpose lender that specializes in stock lending transactions to 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.