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Attention: Financial/Business Editor

News Advisory

Equities First Holdings Pounces on First-time Indiana Chamber of Commerce sponsorship.

The **Indiana business community is calling a major coup**, Equities First Holdings actively snapped up the first-ever pre-dinner reception sponsorship offered by the Indiana Chamber of Commerce for its showcase event; the Annual Awards Dinner held in November.

It is no secret that the top sponsorships for the premier business gathering of the year in Indiana are highly coveted by the biggest and highest-profile companies in the state. But this year the Indiana chamber added the opening reception dinner sponsorship to the sponsorship offerings, and Equities First Holdings pounced on the \$20,000 sponsorship five minutes into the meeting between Indiana Chamber representatives and Al Christy Jr., CEO of Equities First Holdings.

Equities First Holdings, which has earned a reputation in the financial markets as having the most flexible asset lending business model in the high-pressure world of global finance, wasted no time committing to the second-highest sponsorship offered by the Chamber to support the event.

Reports from those who participated in the negotiations describe them as "swift." Equities First Holdings' founder and CEO Al Christy Jr., said, "I make more than a million dollars worth of decisions every business day managing 40 million in assets, so making prudent, swift and knowledgeable decisions is what I do for a living each and every day. As soon as I met with Chamber representatives I realized right away that supporting this event is in effect supporting the Indiana business community, and that means it is good for my company."

The 19th Annual Awards Dinner is the premier business event in the state of Indiana, honoring the Business Leader, Government Leader and Community of the Year. With more than 1,200 attendees, it is also the largest gathering of Indiana's business, legislative and community leaders.

Indiana Chamber President Kevin Brinegar said, "We are honored that Equities First Holdings is sponsoring this popular and highly regarded portion of the Annual Awards Dinner. The Business Showcase is an opportunity for Chamber members to exhibit their businesses, and wouldn't be possible without the generous sponsorship of member organizations."

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.

The Indiana Chamber of Commerce has been the state's largest broad-based business advocacy organization for more than 85 years. Today, it serves more than 26,000 members and customers.