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Attention: Financial/Business Editor

News Advisory

**Equities First Holdings signs agreement
with global investment firm.**

Indianapolis, IN — Equities First Holdings, LLC, has formed a strategic alliance with vFinance Investments, Inc., to provide securities based lending services to its global client portfolio of high-net-worth and institutional investors, and high-growth companies.

vFinance Investments, Inc., is an investment house with \$500 million in assets. Headquartered in Boca Raton, Florida, vFinance has offices located in 30 U.S. cities and in Latin America. www.vfinance.com

Equities First founder, financial entrepreneur Al Christy, Jr., states, “vFinance wanted to increase opportunities for their clients wishing to take advantage of market opportunities. They found our innovative business model, which enables clients to regain all of their stock shares, bonds or options at the end of the loan in alignment with their other services, as well as a unique program that further enables them to meet their client needs.”

The partnership agreement states that vFinance will recommend Equities First Holdings to clients in need of prompt funding, immediate liquidity or access to cash, particularly the micro, small and mid-cap companies it serves. Equities First Holdings has made hundreds of loans, ranging from \$100,000 to \$8 million and currently manages multi millions in investment assets worldwide.

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