

Press Release

FOR IMMEDIATE RELEASE

April 11, 2011

ILMA WELCOMES TWO NEW ALLIED MEMBERS

Vida Capital and Silver Point Capital Join Leading Life Markets Institutional Investors

WASHINGTON, D.C. – The Institutional Life Markets Association (ILMA) today welcomed Vida Capital and Silver Point Capital as “Allied Members” of the not-for-profit trade association.

“Vida Capital is pleased to join ILMA,” said Dan Young, President Vida Capital Management. “Vida’s value proposition is consistent for all of our clients and partners – i.e., – to provide high quality life settlement related investment opportunities in a manner consistent with the highest ethics, compliance and transparency. These core values are aligned with ILMA’s mission and history.”

Vida Capital is a vertically integrated asset management company providing longevity contingent investment solutions to investors. Vida was formed and funded in 2009 by Jeff Serra and Austin Ventures, a large private equity firm with approximately \$4 billion of assets under management. Vida specializes in the structuring, servicing, financing and management of life settlement funds, asset-backed securities, and customized portfolios.

Silver Point Capital Fund, L.P. is a private investment firm that focuses on credit and event-driven investing.

“ILMA proudly welcomes these two capital investment firms to our association,” said ILMA Managing Director Jack Kelly. “As firms involved in the longevity-mortality markets, they understand ILMA is focused on transparency and join as at a critical time for our industry.”

“Membership in ILMA provides collaborative access to fellow members, monthly research and regulatory updates, and input into ILMA’s agenda,” added Kelly. “We believe collectively joining together to create a substantial voice on the future direction of the longevity-mortality markets is a worthwhile investment for our members.”

Allied Members agree to comply with ILMA’s “Guiding Principles” which were developed by ILMA leadership to facilitate the promulgation of appropriate regulation and the development of industry “best practices.” The “Guiding Principles” focus on transparency, consumer choices, fiduciary duty, insurable interest principle, policy origination, protection of insured’s identity, competition, and marketplace education.

-30-

CONTACT: Jack Kelly, Managing Director
(202) 552-2788 / jkelly@mcphersongroup.us

About ILMA:

ILMA is a not-for-profit trade association focused on the longevity and mortality-related marketplace. By creating innovative capital market solutions, ILMA members seek to expand consumer choice in one of their most important assets - their life insurance. The Association is a leader in establishing best practices and in raising awareness about this growing and vital industry.

ILMA’s MISSION is to expand and apply capital market solutions in life insurance, educate consumers that their insurance may be a valuable asset, expand consumer choices about how to manage it, and support the responsible growth and regulation of the industry. We believe that expanded consumer choice and full disclosure of all fees is good for the consumer and for the industry.

In 2010, ILMA released the “Life Settlement Provider Best Practices”, a guide of minimum compliance and diligence procedures for life settlement providers which is available at <http://www.lifemarketsassociation.org/>.