



July 12: Live Well Financial To Appear Nationally On ABC Family

Today's Family will feature Live Well Financial on segment addressing reverse mortgage misconceptions

For Immediate Release

RICHMOND, Va./EWorldWire/July 2, 2008 --- Live Well Financial will be featured in an upcoming episode of Today's Family, airing nationally on the ABC Family Network. The show, which will broadcast on Saturday, July 12, 2008, at 5:30 a.m. Eastern Time and 5:30 a.m. Pacific Time, selected Live Well Financial, one of the largest reverse mortgage lenders in the country, for its Senior Choices Series discussing the misconceptions about reverse mortgages.

"Live Well Financial is proud to represent the reverse mortgage industry in addressing the major concerns of senior homeowners," said Michael Hild, chairman and CEO of Live Well Financial. "Reverse mortgages offer borrowers the peace of mind that they can live in their homes without making monthly mortgage payments and still be assured that they can stay in their home as long as they choose. It is important that everyone get the facts about this great program."

As one of the fastest growing programs in the mortgage industry, reverse mortgages are improving the lives of a record number of 62 and older homeowners. This financial tool allows borrowers to access the equity in their homes tax-free as a lump sum in cash; a guaranteed, lifetime monthly supplement to income; or a line of credit for easy access in the future. Basically, it works exactly the opposite from traditional mortgages since the borrower receives payments instead of making them.

The challenges reverse mortgages face today is a general lack of awareness and misconceptions about how the program works. Even though the program grew at a rate of over 42 percent in 2007, many seniors are still unaware of the existence of this program. Those who are familiar with reverse mortgages mistakenly believe they will be giving up or risk losing their home in exchange for access to their home equity. In this segment, Today's Family and Live Well Financial will set the record straight and provide seniors with information that will allow them to make more informed decisions regarding their lifetime finances.

About Live Well Financial

Headquartered in Richmond, Va., Live Well Financial, Inc. is one of the largest lenders of reverse mortgages in the nation, with a broad range of products and expertise to help create a lifetime income solution for individuals who are 62 and older.

For more information, visit '<http://www.LiveWellFinancial.com>' or call toll-free 1-866-417-0646.

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SOURCE: Live Well Financial, Inc.