



Live Well Financial Named To 2009 Greater Richmond Companies to Watch

Venture Forum recognizes Live Well Financial for its success in the reverse mortgage industry

For Immediate Release

RICHMOND, Va./EWorldWire/Nov. 6, 2008 --- Live Well Financial was named to the 2009 Greater Richmond Companies to Watch during the Venture Forums' annual event on Thursday evening. This award is presented to companies with the potential to become national leaders and significant contributors to the Richmond area's economy.

"Live Well Financial is proud to be recognized by the Venture Forum as a representative of the reverse mortgage industry and the Greater Richmond community," 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 ensure that they can stay in their home as long as they choose. We take the responsibility of helping our senior homeowners very seriously and appreciate the recognition as a company to watch in 2009."

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. During difficult economic times and rising foreclosure rates, reverse mortgages represent a safe long-term solution for senior homeowners. Congress recent enhancements to the HECM reverse mortgage are evidence that the program is gaining momentum.

The challenge reverse mortgages face today is a general lack of awareness or 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. Live Well Financial dedicates a significant amount of its efforts educating its borrowers and providing them with all of the facts.

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 to create a lifetime income solution for individuals who are 62 and older. Live Well Financial was the fastest growing of the 40 largest reverse mortgage lenders in the United States from 2006 to 2007, receiving recognition as a 2008 Cherry, Bekaert, and Holland's Emerging Company Award Finalist.

For more information, visit '<http://www.LiveWellFinancial.com>' or Call Toll-Free 1-866-444-2095.

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KEYWORDS: reverse mortgage, hecm, live well financial, mortgage banker, mortgage, conventional loans, FHA approved, VA Approved, Federal Housing Administration, Fannie Mae approved, Freddie Mac approved, lender, broker, originator, servicing, servicer, loans, senior, mortgage banker, michael hild, brett ludden, www.livewellfinancial.com, companies to watch

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