



GENERATION™ MORTGAGE

A New Generation in Reverse Mortgages

Reverse Mortgages for Dummies Co-author John Lucas Joins Generation Mortgage

Industry Veteran Excited to Team with Lender which is Dedicated to Seniors and Industry

For Immediate Release

LOS ANGELES/EWORLDWIRE/Nov. 12, 2008 --- John Lucas, a 19-year reverse mortgage industry veteran and co-author of *Reverse Mortgages for Dummies*, has joined Generation Mortgage Company as a Reverse Mortgage Professional, announced Joe Morris, CEO of Generation Mortgage.

Phil Goss, Generation's California branch manager, stated, "We are ecstatic to have John join our Retail Division. He has years of industry experience, and along with national credibility, John will greatly expand our Southern California presence."

Lucas entered the reverse mortgage industry during its inception in 1989 while working with one of the few HECM (Home Equity Conversion Mortgage) originating companies chosen by HUD to test the loan program and has continued to play a key role in the creation and growth of the industry.

Commented Lucas, "I gave a great deal of thought when choosing a national lender with which to associate; My criteria was to find a company with stability during these challenging times - one that is committed to the reverse mortgage industry and who was also very committed to servicing our senior clients with integrity and a desire to enrich their lives. Generation Mortgage was my clear-cut choice."

In 2005, Lucas co-authored, "*Reverse Mortgages for Dummies*," a common sense guide which covers all the basics of reverse mortgage products. Reverse mortgages are Lucas' only specialty and as a hands-on loan originator, he understands seniors and their concerns, "Our senior clients require diligent attention and care. I am confident they will be in very good hands with Generation Mortgage Company: Generation's only product line is reverse mortgages, which is the key to providing the expertise and dedicated service that our customers expect and deserve."

Currently slated as a featured panelist for the Loan Origination Committee presentation at NRMLA's annual meeting this month in Los Angeles, Lucas has also been active in a variety of industry advisory boards and has more than 43 years' mortgage industry experience. Lucas formerly worked for GMAC Mortgage which recently closed its retail mortgage offices.

Contact John Lucas by phone toll-free (877) 691-0135, by e-mail at john.lucas@generationmortgage.com or visit him online at '<https://www.generationmortgagerep.com/ca/john-lucas>'.

Generation Mortgage (<http://www.generationmortgage.com>) is a top-ten lender of FHA-insured HECM loans, and member of NRMLA (National Reverse Mortgage Lenders Association). With its sole focus on reverse mortgages, Generation Mortgage Company offers seniors "A New Generation in Reverse Mortgages" and pledges to deliver outstanding customer service, as exemplified by its loan servicing - Generation services all its reverse mortgage loans and does not outsource them.

Generation benefits from the financial and logistical support of its controlling shareholder, Guggenheim Partners LLC, a renowned financial services firm with more than \$100 billion in assets under supervision.

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