



GENERATION™ MORTGAGE

A New Generation in Reverse Mortgages

Generation Mortgage Achieves 20 Percent Increase In Wholesale Reverse Mortgage Business

Success Attributed to Outstanding Customer Service

For Immediate Release

ATLANTA/EWORLDWIRE/Nov. 10, 2008 --- Generation Mortgage Company's Wholesale Division has consistently posted an approximate 20 percent month-to-month production gain throughout the past year, despite recent economic upheaval in the mortgage industry.

"We anticipate continued, measured growth as we strategically align ourselves with the best in our industry," explained Sherry Apanay, senior vice president of Generation's Wholesale Division. "Generation differentiates itself from a growing number of competitors by providing a high level of customer service from the sales team as well as within our operation center in Atlanta."

"Moreover, Generation Mortgage Company is one of the few wholesale competitors in today's market that has taken on the task of servicing, approved by FHA, Fannie Mae and Ginnie Mae. Because we handle the servicing in-house, we're able to provide the same high level of personal service throughout the life of the loan," continued Apanay.

According to Kevin McNichol, formerly with Kastle Mortgage: "I've been a correspondent lender with many reverse mortgage lenders over the past six years. The tricky part is finding a reverse mortgage lender that can consistently provide me with the best service so I can then provide my clients the best service. I have found that lender in Generation Mortgage. The origination platform is awesome. It allows me to quickly and easily provide information and documents to clients making the complete process smoother and quicker. The company representatives are all professional, experienced reverse mortgage people that are committed to my success."

"Communication is key in any business relationship, and we have found that our customer account manager and others at Generation Mortgage are very responsive to any questions we raise. We also appreciate the quick turn-around time on underwriting which we do not typically experience with other providers," concluded Barbara Franklin, Franklin & Associates.

Tonya L. Bair, Republic State Mortgage Company confirmed, "I just closed my first reverse mortgage with Generation Mortgage, and I wanted to let you know how wonderful your staff has been to work with. I was amazed at how quickly and willingly your staff responded to all of my needs. I look forward to doing more business with you and your staff in the future!"

About Generation Mortgage Company

Generation Mortgage Company, currently licensed or authorized to conduct business in 45 states, is an FHA, Fannie Mae and Ginnie Mae approved reverse mortgage lender. 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 in servicing - Generation services all the reverse mortgage loans it writes 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.

The Atlanta-headquartered lender offers professional training, education, Web-based GEMS origination software, and a national reverse mortgage loan-servicing platform. Generation Mortgage Company ('<http://www.generationmortgage.com/wholesale>') is a member of NRMLA (National Reverse Mortgage Lenders Association) and Equal Housing Lender. Call Sherry Apanay toll free 1-866-733-6085, or e-mail sherry.apanay@generationmortgage.com.

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SOURCE: Generation Mortgage Company