



News

For Immediate Release

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21st Services Forms Customer Advisory Board

**Meetings Will Give 21st Services a Clear Channel
To Customer Needs and Interests;
Board Members are "Partners As Well As Customers."**

December 7, 2007, Minneapolis, MN – At the close of the first meeting of 21st Services' newly formed Customer Advisory Board, company co-founder Steve Walker commented he'd gathered as much customer insight in 8 hours as he had in 10 years of life settlement industry meetings.

21st Services is a leading provider of life expectancy (LE) evaluations in the life settlement industry. Its new Customer Advisory Board met November 28, 2007, in Minneapolis.

The 16 members of the Board include prominent life settlement brokers, providers and funders.

The Board's chairman is Paul Nagelberg, principal of ELA Settlement Services. "I've been on field advisory boards for several companies," Nagelberg said. "Sometimes it's nothing more than a nice trip and a nice title. I knew 21st's would be different, and this first meeting really bore that out. 21st Services brought its whole management team, they really listened to their customers, and they really shared valuable information. They treated us as partners as well as customers."

21st's Chief Underwriting Officer Paul Kirkman shared with the Customer Advisory Board some of the mechanics of 21st Services' unique underwriting process and their life expectancy evaluation technology.

Other company initiatives were discussed in detail at the meeting, including:

- 21st's formation of an independent Medical Advisory Board, with its potential to enhance the life expectancy evaluation process and provide access to rich new sources of mortality and morbidity data
- Enhancements to 21st Services' life expectancy report
- Information about 21st Services' plans for growth in new markets.

The Customer Advisory Board told the company about service enhancements they'd like to see, particularly regarding an online LE and LE reprojections. Industry issues, including data security and preparing for the possibility of new disclosure requirements, were topics as well.

Jeanne Bailey, 21st Services Chief Marketing Officer, said, "A range of interests was represented at the table – brokers, providers and funders. It was good for us to hear all their views in one forum. And I think it was good for them to hear one another."

21st Services' Customer Advisory Board will meet three times a year. The next meeting is scheduled for April 8, 2008.

21st Services provides life expectancy estimates to help funders value life insurance policies in life settlement transactions. The company also offers post-purchase portfolio management services for the life settlement market. The company's headquarters are in Minneapolis, MN.

For more information about 21st Services, go to www.21stservices.com.