



Your Stock Loan SuperStore™

Contact: Jim Brocken,
Achieve Program Director
Tel: 321-514-5807
Office: 321-752-1139
Fax: 321-752-5161
E-mail: jim@hedge lender.com

Daniel W. Stafford
President, HedgeLender LLC
HedgeLender LLC
Tel: 877-345-0008 X4
E-mail: dws@hedge lender.com

FOR IMMEDIATE RELEASE

EZStockloan Partners with HedgeLender LLC to Form New HedgeLender Achieve Affiliate Development Program for the Stock-Secured Loan Industry

Program will specialize in expanding stock-secured lending to mortgage loan brokers

July 9, 2008, Philadelphia - HedgeLender LLC, the oldest continuous provider of stock-secured HedgeLoan financing in the U.S., today announced a partnership with EZStockloan.com LLC and 1st Florida State Mortgage, Inc. that will be called the *HedgeLender Achieve Program*. Achieve will be a unique affiliate development and support program that will fly under the HedgeLender banner and initially target mortgage professionals and related real estate professionals who may be searching to add a new line of lending or to switch fully to careers in stock-secured loan financing. Achieve will manage, support, and as needed retrain these individuals to offer HedgeLoan® financing to their clientele.

Headquartered in Melbourne, Florida, and led by David Arnoff, EZStockloan is an offshoot of the successful Florida mortgage and real estate giant 1st Florida State Mortgage Corporation (www.1stflorida.com). HedgeLender LLC out of Philadelphia (www.hedge lender.com) has been recognized on Wall Street and throughout the lending industry as the leader in innovative private placement stock-secured loan programs for almost a decade through its "Stock Loan Superstore" concept where every client receives multiple custom stock loan offers from the best programs and structures in the industry, referred to as "HedgeLoan®-Certified."

Daniel W. Stafford, HedgeLender president and founding partner, noted that "the private placement stock loan business will continue to consolidate just as all financial businesses are consolidating in this current economic and regulatory environment." As the most well-known firm in the industry, HedgeLender plans to continue a strategy of prioritizing regulatory compliance and customer service as it works with established specialized partners like EZStockloan. "The best companies in this industry will instinctively understand that the most legally compliant product will also provide the best service and security to the borrower. Compliance and service are values that both EZStockloan and HedgeLender share, so we expect this to be a very successful strategic relationship", said Stafford.

For more information, please contact Jim Brocken, Achieve Program Director, at 321-514-5807.

##-##