

FOR IMMEDIATE RELEASE

Company/Press Contact:
Chris Cottle
chris@danburyhill.com
1-801-368-6032

Life Settlement Website Completes Record First Year in Helping Seniors Realize Cash From Their Existing Life Insurance Policies

HIGHLAND Utah, July 18, 2007. Danbury Hill, LLC, a privately owned financial opportunity marketing company has delivered over \$60 million in life insurance policy face value to qualified and licensed life settlement brokers in just its first 12 months. Seniors across the country have used the materials published by Danbury Hill, including its Web site LifeSettlementChoice.com (www.lifesettlementchoice.com) to explore the burgeoning financial opportunity called insurance life settlement.

Most seniors are not aware of the growing secondary market that allows them to potentially sell their existing life insurance policy instead of taking pennies on the dollar for their whole policy, or, in the case of a term policy, getting nothing by letting the policy lapse or turning it back to their insurance company. In fact, 93% of American's let their policies lapse and get nothing for their contributions. Life settlement and www.lifesettlementchoice.com can change that.

“There never has been a better time for many seniors to realize cash from existing unwanted or unneeded policies. In many cases, it is cash that is really needed just to live, and in other cases, it's a surprise bonus that seniors use for anything they want,” said Chris Cottle, President of Danbury Hill and publisher of LifeSettlementChoice.com.

“We are committed to shedding more light on this legitimate opportunity for seniors. If this is right for them, they can get more by selling a legitimate asset they really never

PRESS RELEASE

considered selling before. I think they are looking for this opportunity as demonstrated by our tremendous growth this first year,” said Cottle.

Life settlement has been around for decades. Today it is an industry that is exploding at a growth rate of 20% or more each year, according to Conning Research of Hartford, Conn. In fact, in the last 12 months alone over \$11 billion of life settlement transactions have taken place in the U.S.

“I’m surprised just how much money is flowing into this industry right now – billions and billions a year – and how few seniors really know about this opportunity. We hope to change that with our marketing and with LifeSettlementChoice.com,” Cottle said.

Because insurance policies are an asset, like a home or a car, owners have full legal right to sell their policy. Some policy sellers can get hundreds of thousands of dollars and even millions of dollars depending on their policy type and their circumstances. This opportunity is really ideal for those who no longer need a policy, or where premiums are a burden or the policy type no longer meets their needs. Seniors can see if they qualify through this special form found at <http://www.lifsettlementchoice.com/qualify.asp>

ABOUT DANBURY HILL

Danbury Hill, LLC is a newly launched company aimed at offering financial opportunities to anyone over the age of 50. Marketing is done through direct mail, web, email and other forms of direct response marketing. Danbury Hill partners with leading companies to offer safe and proven ways to help seniors save more money, realize greater value for their money and build more and short term and long term wealth.

www.danburyhill.com

###