



July 18th, 2007

RIGHT WOMEN'S MORTGAGE: Press Release

Mortgage Alliance, Canada's largest mortgage brokerage introduces the Right Women's Mortgage!

The Right Women's mortgage offers women a real alternative to obtaining financing for first time home buyers or mortgage renewals, that reflects the sensitivities of the female consumer.

Mortgage Alliance has grown to become Canada's largest independent mortgage brokerage by understanding that every Canadian is different....understanding all the unique needs of our diverse audience. We realize people don't really want a mortgage, they want a home!

The Right Women's Mortgage professionals have been specially trained to understand the distinct and unique needs women look for- that reflect all their multi-dimensional lifestyles.

And over the past 9 years Mortgage Alliance has been helping ALL Canadians discover "buyers rejoice"

We spoke with hundreds of women and asked them to tell us what they wanted when applying for a mortgage and we listened...and the "Right Women's Mortgage" was born. During our research we discovered varying concerns expressed by women ranging from the "way" women are spoken to –to the information they were provided with during the process. Women at times can feel vulnerable and or suspect that they are being taken advantage of.

This new service represents a 'real' financial and cultural change- lead by a dynamic group comprised largely of experienced women (Community Relationship Representatives) ...who recognize the unique needs and special situations women can find themselves in. They strive to look beyond the microscope to see the real person. – in order to provide a calming simplicity to what was once a stressful experience.

In support of the launch for Right Woman's Mortgage, Mortgage Alliance created a 60 second Television commercial that commenced airing On Thursday July 19th on SUN TV – Toronto Featuring Donna Pratt, Director. *Please see screen captures on next page. For a copy of the TV spot, please contact Louie Bettio – see contact details below.*

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