



July 21, 2008

## **Meridian Financial Services Ltd. Acquisition: Press Release**

### **Mortgage Alliance/MPH of Canada acquires Meridian Financial Services Ltd.**

In an economy and marketplace that has seen Mortgage icons south of the border declare insolvency and others in Canada retreating, there is one Canadian company that is growing and now has increased its Canadian market share presence with the purchase of **Meridian Financial Services**.

Further entrenching itself as the Number One Mortgage Brokerage brand in Canada, **Mortgage Alliance** is pleased to announce the recent acquisition of Meridian as part of its overall Canadian growth strategy.

Meridian Financial Services, MFS is a leading independent brokerage heavily concentrated in the British Columbia market with 22 franchises offices. Michael Bequette, C.E.O. of Mortgage Alliance said “the addition of Meridian now gives us a strengthened position in the all-important B.C. marketplace.” “We can offer the Canadian mortgage consumer more selection and locations than ever before, plus we’ve added quality people that will contribute to the continued development of Mortgage Alliance.”

When reached for comment, Randy Cowling, C.E.O. from Meridian stated “we’ve been looking for the right opportunity to take our company to the next level, when we met with the Mortgage Alliance people we felt an immediate fit and connection.” “It stemmed from both companies sharing a similar vision and culture and the desire to offer the Canadian mortgage consumer, a preferable alternative.”

“Mortgage Alliance is by far the industry leader and pioneer and continues to set the standard in the mortgage brokerage market” said Randy, “this now allows us to offer our franchise the unique benefits, culture and products that Mortgage Alliance brings to the table, thus providing to them a significant competitive edge in the volatile mortgage industry.

With the purchase just completed on July 17<sup>th</sup>, the Mortgage Alliance network now includes a total of 1,800 mortgage professionals and franchise owners.

For additional comments please contact:

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