

Press Release

PAALEADS.COM LAUNCHES EQUITY RELEASE SERVICE AT NATIONAL FORUMS DISCOUNTED LEAD OFFER FOR ALL ATTENDEES

London, Monday 15 October 2007

Paaleads.com, the internet lead-generation company that provides leads to its members, is launching an enhanced equity release service at the National Equity Release Marketing Forums hosted by Bridgewater, Just Retirement and Stonehaven.

All Forum attendees will get their first 10 equity release leads at a heavily discounted price, allowing them to test out the lead service.

To attend the free seminars, which run up to November 28, and take advantage of the lead discount, advisers can log onto www.ermf.co.uk to register for upcoming seminars.

Paaleads.com service generates exclusive leads from end clients actively seeking equity release advice generated through mega portals like MoneySupermarket.com.

Equity release qualified advisers will be able to choose the number of leads that they receive, from 614 regional territories, based on their capacity and desired monthly spend. They can turn the lead generation flow on and off depending on their own availability to return phone calls and follow through. The real-time lead generation service is despatched by email, free SMS texts to handsets or to members' secure access websites.

In addition, paaleads.com will offer a dedicated account manager who will be available to help an adviser using the service.

Vanessa Blount, Head of paaleads.com says:

"We are excited about supporting growth of the equity release market and developing a more tailored offering for advisers.

"Compared with other marketing alternatives internet generated leads are extremely targeted. The potential client is actively seeking advice in the specific product and location that the intermediary has requested. No other marketing initiatives can be this precise ."

"The mortgage market is very crowded when it comes to search terms and pay per click lead generation and can prove costly to drive consumers

to your site that then do not actually transact. A lead generation service is a sensible option for advisers wanting to focus on developing their business.

Paaleads.com is offering discounted leads to attendees and an advisor can expect to save over £20.00 per equity release lead just by attending the road show.

About Stonehaven

Stonehaven – headquartered in London - is led by CEO and founder, Jayne Almond, the former Managing Director of Barclays/Woolwich mortgage business. Jayne's highly experienced senior management team includes Sales and Marketing Director, Georgina Smith, the former brand Director for Orange; CFO, John Pemberton, formerly of Prudential; and Bob Avery formerly of Lloyds TSB. The 20-strong Stonehaven team also includes a dedicated adviser support team, a bespoke underwriting team, and a team focused solely on mortgage processing.

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