Celink Expands Leadership Role

Lansing, Michigan (March 26, 2012) Celink, the nation's largest independent reverse mortgage subservicer, is proud to announce that Chief Operating Officer Ryan LaRose has assumed the title and additional responsibilities of company President. As President/COO, Ryan will still be responsible for overseeing all of the day-to-day operations, and he will now be responsible for implementing the strategic initiatives that support Celink's long-term vision, as well as the continued development of a strong Executive Servicing Management Team.

John LaRose remains Chairman/CEO and retains responsibility for establishing the company's strategic long-term goals, reporting to the Board of Directors, maintaining industry leadership, developing innovative marketing and PR strategies, and assisting the new President as needed.

"This promotion acknowledges the invaluable contribution Ryan has made to the industry and to the people and mission of Celink" said LaRose. "He has demonstrated mature leadership far beyond his years and I am confident Ryan and his team will continue establishing unparalleled reverse mortgage servicing practices."

Ryan LaRose has over 15 years of experience in subservicing, the last 7 of which have been exclusively in the reverse mortgage industry. He currently serves as the co-chair of the National Reverse Mortgage Lender's Association (NRMLA) Servicing Committee.

John LaRose has over 26 years in the subservicing business, is a member of the NRMLA Board of Directors and serves on its Executive Committee, as well as serving as co-chair on NRMLA's Risk and Compliance Committee.

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About Celink

Celink is the nation's select and largest, independent reverse mortgage servicer and is licensed in all 50 states, as well as Puerto Rico and the U.S. Virgin Islands. Celink's reverse mortgage servicing portfolio exceeds $11 billion. A full organizational profile is available at: www.celink.com.

Contact:

John LaRose, CEO ● Phone: 517.321.9002

john@celink.com