



NEWS RELEASE

Seroka

www.seroka.com

Contact: Melinda Galow
Account Coordinator
Seroka Public Relations
262-523-3740
melinda@seroka.com

AGENCY EXECUTIVES PATRICK SEROKA AND JOHN SEROKA TO SPEAK TO NATIONAL REVERSE MORTGAGE LENDERS ASSOCIATION ON MARKETING STRATEGIES

Waukesha, Wis., November 12, 2007 – Seroka, a national marketing, advertising and public relations firm that specializes in the reverse mortgage industry, is pleased to announce that Patrick Seroka, President and CEO, and John Seroka, Vice President of Seroka, will offer their marketing expertise to mortgage professionals at the National Reverse Mortgage Lenders Association (NRMLA) Annual Meeting and Expo to be held on November 14-16 in San Diego. The presentations, *Improving Your Direct Mail, Public Relations and Origination Efforts* and *Online Marketing Strategies for Reverse Mortgage Loan Originators* will give attendees critical marketing strategies for gaining business.

In the first session, mortgage originators will learn the best practices of direct mail and how to engage high-impact public relations on a low budget. In the second session, attendees will gain knowledge for utilizing the internet to engage customers, what online channels are available and what the future of online marketing will entail. Both discussions on how to leverage these specific marketing strategies will be geared specifically toward the mortgage origination business, making them extremely valuable for conference attendees.

“We’re thrilled for the opportunity to speak at the NRMLA Annual Meeting and Expo on the importance of engaging marketing efforts for generating business in the reverse mortgage industry,” said Pat Seroka. “These strategies allow the marketer to reach potential customers, deliver a message and gain continued recognition. Direct mail and public relations are excellent tools that can work together to achieve this.”

“In addition to using traditional advertising methods, originators should employ the web and its many channels to gain business,” said John Seroka. “With its popularity and

-more-

capabilities, the web provides access to potential customers and allows for an immediate exchange of information. This provides value to the customer and develops into leads for the originator.”

As President and CEO, Pat Seroka oversees the agency’s client service and is deeply involved with planning the strategic direction of major campaigns. Under his leadership, the agency has developed effective advertising, marketing and public relations plans for clients throughout the country and has frequently won the attention of national press. His background includes broadcast and print media sales for major metropolitan newspapers as well as ABC and NBC broadcast affiliates, and he has earned degrees in both finance and marketing. Pat has created nationally recognized direct marketing strategies and is a frequent speaker at financial and healthcare marketing conferences and seminars. He has authored numerous articles on effective marketing and public relations for financial and healthcare marketing publications.

John Seroka is Vice President of Seroka & Associates. John joined the agency 11 years ago and brought with him experience in marketing and strategic capabilities coupled with degrees in both business and marketing, making him an asset to the agency’s growing success. John is responsible for new business development and guiding strategic marketing and public relations initiatives with his clients. His strategic savvy and knowledge of the inner workings of the mortgage sector have won the attention of national and trade press, which has resulted in many interviews over the years. He has also authored and co-authored many articles throughout his tenure on the subjects of branding, strategy, client retention, research and more.

About Seroka

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base with specialties in the financial, healthcare and technology industries. For more information, contact at 262/523-3740 or view its website at www.seroka.com.

###