



News

Rex & Co.

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Budget Relief in Sight for Homeowners as Innovative Way to Tap Equity without Debt, Interest or Monthly Payments Expands into Four Mid-Atlantic States

The REX™ Agreement is a safe, debt-free alternative to Home Loans, HELOCs and Reverse Mortgages

SAN FRANCISCO – August 21, 2008 – Millions of homeowners in the most populated Mid-Atlantic states now have the ability to unlock equity in their homes without ever incurring debt, interest charges or monthly payments. REX & Co., a real estate investment company dedicated to creating safe alternatives to debt financing, announced today that it has expanded the REX Agreement into New Jersey, New York, Pennsylvania and Virginia as it completes its coverage in the Mid-Atlantic region.

The REX Agreement, available in 13 states nationwide, allows homeowners to convert a portion of their home's value into cash now in exchange for granting REX & Co. a portion of the future increase or decrease in the home's value when they sell or decide to end the Agreement.

“Responsible homeowners have worked hard to build equity in their homes. Now these homeowners have a debt-free choice when it comes to accessing that equity,” said Tjarko Leifer, managing director at REX & Co. “Homeowners who shop and compare products quickly acknowledge the advantages of a REX Agreement when compared to loans, HELOCs and reverse mortgages.”

The company has opened its toll-free phone line - 866-722-3910 - in the four new states and is now accepting applications from Mid-Atlantic area homeowners looking to access their home equity with the REX Agreement.

“The benefits of this product became clear as soon as I first read about the Rex Agreement in The Wall Street Journal,” said Dimitri Merine, an Ellicott City-based doctor and Maryland's first REX Agreement client. “Using my equity to get cash without paying interest or making monthly payments made perfect sense to me. The cash I receive from the REX Agreement will allow me to make investments that help diversify my portfolio and at the same time protect me from potential declines in Baltimore area home prices.”

To qualify for a Rex Agreement, homeowners must reside in an owner-occupied, single-family detached home, have a history of financial responsibility, good credit, and at least 25 percent equity in their home. There are no restrictions on how the money can be used and, unlike reverse mortgages, no age restrictions to qualify.

“Given today’s mortgage mess and uncertain economy, homeowners are rightfully cautious to take on more debt and another monthly payment,” continued Mr. Leifer. “The REX Agreement gives homeowners access to their equity without debt, interest charges or monthly payments. From paying off credit cards to making home improvements, supplementing retirement income or for any other use, the REX Agreement empowers homeowners to do things they may never have thought possible.”

Homeowners interested in a REX Agreement can learn more or apply online at www.RexAgreement.com, or by calling 866-722-3910.

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About REX & Co.

Founded in 2004, REX & Co. is a real estate investment company that makes equity investments in residential real estate. Using the REX Agreement, REX & Co. allows homeowners to convert their home equity into cash with no additional debt, no interest, and no monthly payments in exchange for granting REX & Co. the right to receive a pre-designated percentage of the future change in value of the home. The REX Agreement is available in 13 states nationwide: California, Colorado, Connecticut, Florida, Illinois, Maryland, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Virginia and Washington. For additional information, please call 866-722-3910 or refer to www.RexAgreement.com.