



October 30, 2007

News Release: Mortgage Alliance Awards New Franchise to Mortgage Loans Canada Inc.

Toronto, ON (October 9th, 2007) – Mortgage Alliance Franchising Inc. today awarded a franchise to Mortgage Loans Canada Inc. (MLC) based in The Greater Toronto Area of Ontario.

Already the largest independent mortgage brokerage in Canada, Mortgage Alliance is committed to becoming a nationally recognized consumer brand. “Awarding franchises to outstanding companies like Mortgage Loans Canada builds the Mortgage Alliance brand right in the community, and will help us emerge as the brokerage network that consumers know and trust to get them the **RightMortgage®**.” says Mortgage Alliance President and CEO Michael Bequette.

“It’s very gratifying to see our franchise network grow with such great momentum – it confirms our vision of Mortgage Alliance as the RightPlace™ for entrepreneurial mortgage professionals. With companies like Mortgage Loans Canada in conjunction with ROYAL LEPAGE - YOUR COMMUNITY REALTY as part of our network it brings us even closer to our mutual goals” says Vice President of Business Development Laura MacLennan.

“We’re excited about being an integral part Mortgage Alliance family, the resources and relationships they provide will definitely help us maximize our potential as a company and meet our objectives.” Said Vivian Risi, Founder and President of Royal LePage – Your Community Realty. “I appreciate the long term vision and culture of Mortgage Alliance, together we support the growth and development of the mortgage industry through professionalism and building a nationally recognized mortgage brokerage brand.”

Justin Risi, President of Mortgage Loans Canada initiated the agreement between MLC and Mortgage Alliance. “This is a fantastic day in the history of financing options for Canadians”, he says “ Now we can offer our clients even more choices and better rates than ever before.”

For further information contact:

Michael Bequette, Mortgage Alliance
Phone: (416) 499-5454 ext. 235
Email: mbequette@mortgagealliance.com

Vivian Risi
ROYAL LEPAGE - YOUR COMMUNITY REALTY
Phone: 905.731.2000
Email: vivianrisi@royallepage.ca

Laura MacLennan, Mortgage Alliance
Franchising Inc.,
Phone : (416) 723-7970
Email : lmacclennan@mortgagealliance.com

Justin Risi
Mortgage Alliance - Mortgage Loans Canada
Phone : 905.731.2000
Email : justinrisi@royallepage.ca

BACKGROUNDER

About Mortgage Loans Canada:

Mortgage Loans Canada is one of Canada's most exciting recent additions to financing options for investors. By teaming up with one of Canada's leading real estate companies MLC has increased the standard of performance and service in its industry. MLC is proud to have recently aligned itself with Mortgage Alliance.

About ROYAL LEPAGE - YOUR COMMUNITY REALTY:

Royal LePage – Your Community Realty was the product of a merge between Canada Trust and Coldwell Banker in 1999. Vivian Risi, President, originally acquired 1 office in that merge and has since built her franchise to include a total of 7 in the Greater Toronto Area. The largest independently owned and operated Royal LePage franchise, Your Community Realty has grown to a size nearing 600 Realtors. This coming year marks Ms. Risi's 35th Anniversary in Real Estate.

About Mortgage Alliance:

One of Profit Magazine's top 100 fastest growing companies in 2005, Mortgage Alliance/MPH is Canada's largest independent mortgage brokerage with a network of over 1600 mortgage professionals generating billions of dollars in annual mortgage volumes. The company provides consumers with choice, convenience and counsel from an unbiased professional ensuring they get the **RightMortgage®** for their individual needs.