

FOR IMMEDIATE RELEASE

Mission Possible: To Help 1 Million Single Moms

Loans for Life Provides Financial Hope — and a Lifelong Trade — for Single Mothers

SAN DIEGO, Oct. 10, 2007 -- Today's single mother – perhaps reeling from a recent divorce - will do what's necessary to provide for her children. Sometimes the path she takes is a good one. Often, however, a single mom feels forced to make unhealthful choices, too — not only for herself but for her children. Seeking financial security, a single mom might work multiple jobs. Or, she may engage in a bad relationship, perpetuating a cycle of dysfunction or, even worse, abuse. Given this, and that half of United States marriages end in divorce, there are a staggering number of single moms in utter despair.

Offering a beacon of hope, Extraordinary Single Moms (<http://www.esmoms.com/>) is announcing its flagship internship program, Loans for Life. Created by Heather DeSimone, the foundation's president, and backed by Rockwell Financial Inc., Loans for Life teaches single moms how to sell home loans through virtual offices. Since a single loan can yield up to \$1,500 of income, this trade can easily generate primary or supplemental income. For a mom who wants to work at home or simply needs money to pay bills, Loans for Life provides a way to do so.

“After my own divorce, I was in a frightening financial situation, even though I was educated, smart, talented, and highly experienced professionally,” DeSimone says. “Life was extremely tough on me and my children, so I couldn't fathom how other single moms, who weren't as fortunate as me, could manage. Loans for Life empowers such women and enables them to regain and maintain financial stability, because if there's a will, there's a way.”

Thanks to Rockwell Financial Inc., Loans for Life has the monetary backing and all major bank institutions on board to launch the program, which is now accepting internship applications (background checks required) for up to 3,000 women. The training process includes a mentor and account manager, as well as a virtual office. Motivated single mothers should be able to complete the loan training within a month and continue training for the year.

“I've learned it's not about what you have in life but what you do for others, and Loans for Life creates a better life for moms and their children,” says Brett Davis, president/CEO of Rockwell Financial. “Approximately 70 percent of home loans are done online today, and we have the ability to establish these home-based offices all over the country, train these women, and provide them with leads. We believe that if consumers have a choice between supporting a good cause versus refinancing with just any bank or lender, we would hope they would choose to help the single mother every time with our Loans for Life program.”

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