



October 25, 2007

News Release: Mortgage Alliance Awards New Franchise to Canada-1 Brokers.

Toronto, ON October 18, 2007 – Mortgage Alliance Franchising Inc. awarded a franchise to Canada 1 Brokers., based in Miramichi, New Brunswick.

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 Canada 1 Brokers 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 Alliance Canada 1 Brokers 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 part of the Mortgage Alliance family. The resources and relationships they provide will definitely help us maximize our potential as a company and meet our objectives.” Said Rod Wilson, franchise owner of Canada-1 Brokers . “I appreciate the long term vision and culture of Mortgage Alliance and I am certain that together we will be contributing to the growth and development of the mortgage industry through professionalism and building a nationally recognized mortgage brokerage brand.”

About Mortgage Alliance Canada 1 Brokers:

Here at Mortgage Alliance/ Canada-1 Brokers we offer our clients a warm, welcoming atmosphere in which we deliver

- Choice- with over 50 potential lenders
- Convenience- with 6 mortgage professionals, an insurance broker and a legal office we go above and beyond traditional standards to better convenience our clients
- Counsel- we will work tirelessly to ensure we get our clients the “RightMortgage” to suit their individual needs from the “RightBroker”

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.

For further information contact:

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

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

Rod Wilson, Mortgage Alliance Canada 1 Brokers
Phone: (506) 622-7921
Email: rwilson@mortgagealliance.com