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**LOVE FUNDING PROMOTES GERHART AND WELCOMES KIRTLAND AND WHITING
TO CLEVELAND OFFICE**

The Promotion and New Hires Underscore Love Funding's Growth in the Midwest

Cleveland, March 28, 2007...Love Funding Corporation, a national real estate finance company that offers funding programs for multifamily, retail, office, industrial, hospitality, and senior housing and healthcare properties, is pleased to announce the promotion of Bruce Gerhart to the newly created position of Midwest Regional Director, and the recent addition of George "Kirt" Kirtland and Kristin Whiting to the company's Cleveland office. The promotion and hirings reflect Love's continuing growth and success in the Midwest region and herald Love's commitment to expand its products and capabilities to better serve the individual needs of real estate owners and developers in the Midwest.

Gerhart has over 30 years experience in the banking industry and has been with Love Funding since 2001, most recently serving as First Vice President – Senior Originator and closing on almost \$100 million in loans during 2006, primarily in multifamily, senior housing and healthcare. He will retain his position as First Vice President while taking on additional responsibilities as Midwest Regional Director. In this new capacity, Gerhart will be responsible for overall business development and support for Love Funding's operations in the upper Midwest. Gerhart is charged with building on the firm's success in the Midwest, thus far achieved through a commitment to creative solutions, excellent service and a comprehensive understanding of the upper Midwest markets. He will focus on maintaining existing relationships, expanding coverage of other segments of real estate finance and offering additional products to enable more tailored financing solutions for the firm's clients.

To aid Gerhart in this endeavor, Kirtland joins Love Funding as a Director – Investment Banking with LFC Securities, LLC, Love Funding's NASD-registered broker dealer subsidiary, to focus on commercial loan origination. He brings to the firm more than 30 years experience in real estate construction, development, finance and capital markets. Kirtland's background in capital raising, joint ventures, asset

acquisition and disposition, in addition to many years of debt origination, will round out Love's full range of products and allow the firm to offer commercial real estate clients a financing package that includes an array of traditional loan products, capital market products, and advisory services. Most recently, he served as a regional manager for a large national bank headquartered in Minnesota, where he was responsible for managing a large commercial real estate division. Kirtland's experience also includes working as a financial executive and a national manager while employed at two well-known banks in Chicago and Cleveland.

Whiting joins the firm's developing Affordable Housing practice as Managing Director of LFC Securities, LLC. The Affordable Housing practice was formally organized in 2004 with the establishment of LFC Securities, LLC, when the firm became authorized to underwrite tax-exempt bonds. LFC Securities was formed to provide expertise to developers in structuring multi-faceted financings that meet the unique needs of low-income housing and senior projects. Whiting's background includes almost two decades of experience with a wide range of capital markets transactions, including public and private placement of equity and debt and asset securitization transactions. Most recently, Whiting worked in the Public Finance Group at NatCity Investments, where she focused primarily on tax-exempt bond underwritings for economic development projects. In her new position, she will work with George McGovern, Director of Affordable Housing for Love Funding and President of LFC Securities. Love Funding and LFC Securities offer a full range of financing tools to finance the acquisition and construction of low-income housing and senior properties, including FHA mortgage products, tax-exempt bond finance and advisory services.

Love Funding Corporation is one of the Love Companies, an investment holding company with origins dating back to 1875. Love Funding commenced mortgage-banking operations in 1984 and serves clients across the United States from its offices in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Knoxville, Lenox (MA), Los Angeles, New York, Palm Beach, St. Louis, San Antonio, Seattle and Washington D.C. The company offers refinance, construction, and acquisition financing programs for multi-family, retail, office, industrial, hospitality, senior housing, healthcare facilities, and special purpose properties. Love Funding's lending sources include CMBS firms, life companies, FNMA, FHLMC and FHA.

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