



Valueland Mortgages

Friday, April 20, 2007, For Immediate Release:

Valueland Launches TV Commercial, New Website and Free Electronic Information Hotline

Markham, Ontario – Valueland Mortgages today announced the launch of its first TV commercial, new website and free electronic information hotline on April 21, 2007.

Valueland launches TV commercial. Designed by Valueland with assistance from customers and stakeholders, this commercial describes an interesting journey of a rabbit couple looking for their mortgage. This three dimensional (3D) animation film has been finalized and released for broadcasting. The first release is in Chinese and will be broadcasted on “Omni.2” and Fairchild TV’s TalentVision. The web video streaming will start on April 21 concurrently. [\[A picture from the film is attached.\]](#)

Valueland launches its newly improved website. Knowledge is power. Information is wealth. Time is money! Valueland has made tremendous improvement in these three areas. The new website is a living encyclopedia containing a wealth of information including information and knowledge on mortgages, governmental policies, mortgage processes, expert articles, new development in mortgage market, and credit building tips. This site will save time for those looking for mortgage information and practical guidance. Visitors to the site can also have interactions with both the mortgage specialists and with other site visitors by joining web discussions. Easy and quick online applications allow applicants to apply for their mortgage from home, saving their time so that they can spend with the family or on the things that matters most. Moreover, this site is a true English and Chinese website with comprehensive information in both English and Chinese.

“Wise-Rabbit” is on the Hotline. Starting from April 21, an elderly rabbit will come out from the TV commercial to answer any questions consumers may have. This wise rabbit will be on duty for free. Consumers can send any questions to wise-rabbit@valueland.ca. Wise Rabbit will answer your questions within 12 hours!

Mr. Shao, president of Valueland, commented on these new initiatives: “We have focused on developing the right platform to deliver information and tools to consumers. Once consumers have accessed the unbiased information and evaluated various options from Valueland, they can make right decisions among many choices. We do not pressure consumers for quick decisions and we do not provide misleading information. Moreover, the investment into TV commercial and its powerful website is to show the long term commitment of Valueland to the mortgage market and to the consumers. Valueland is a fun company to work with, either as a client or an employee! Everyone at Valueland practises the principle of “Happy Clients and Happy Employees”.

About Valueland Mortgages: Valueland Mortgages was founded in August 2002. It is an independent mortgage brokerage licensed by the Financial Services Commission of Ontario, Canada. For the last four and half years, Valueland has been serving the mortgage market with a character. It has numerous satisfied customers in both residential and commercial mortgages. Valueland does not only arrange mortgages with some of the main street banks, but also with those lenders that are not household names. Valueland represents many mortgage lenders that provide mortgages to people who are not qualified for bank mortgages. In 2006, the president of Valueland Mortgages was one of the top 5 brokers among ING Bank of Canada’s Canadian mortgage brokers. Valueland also arranges commercial mortgages and places private mortgage investments.

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[A photo from the TV Commercial]