



## GWG Wins Best of Show Award in Insurance Marketing

July 6, 2016

### Leader in the life insurance secondary market honored in Broadcast Media category

MINNEAPOLIS, July 06, 2016 (GLOBE NEWSWIRE) -- [GWG Holdings, Inc.](#) (GWG) (Nasdaq:GWGH), a specialty finance company and a leading purchaser in the life insurance secondary market, won a Marketing Communications Best of Show Award from the [Insurance Marketing & Communications Association](#) (IMCA).

GWG was recognized in the Broadcast Media Spot or Campaign category. The award-winning entry featured GWG President Michael Freedman as a guest on two televised segments: [Lifetime's The Balancing Act](#) and [Modern Living with kathy ireland®](#) as sponsored programming.

One of GWG's main objectives for the broadcast campaign was to build awareness for the life insurance secondary market, which allows seniors to sell the life insurance policies they no longer want, need, or can afford at a fair market value, and provides immediate funds to meet their post-retirement financial goals.

The judges commended GWG for taking a lead in educating the public about a little-known financial resource, and conveying a targeted and compelling message to a specific audience segment. The judges also recognized GWG's effective use of integrated graphics and social media to support the campaign.

The broadcast programs provided targeted media support for GWG member agents and financial professionals whose clients and prospects are seniors and retirees. Freedman's appearances generated sharp increases in GWG website traffic and its YouTube channel hits.

"We're pleased to have been recognized by IMCA for this campaign and what it represents in our efforts to expand awareness among seniors and their families about the value of the life insurance secondary market," said Freedman. "Most Americans don't know their life insurance policy is an asset that can be sold, making it a valuable source of income for seniors when they need it most."

#### About IMCA

Founded in 1923, [IMCA](#) is dedicated to delivering leading-edge marketing and communication techniques that help to maximize business outcomes of its members. The IMCA Showcase Awards program was created to recognize the most effective and innovative work from the best minds in insurance marketing and communications. Now in its 58<sup>th</sup> year, the awards have been recognizing outstanding marketing and communications work in the insurance industry and promoting higher standards of excellence.

#### About GWG Holdings, Inc.

[GWG Holdings, Inc.](#) (Nasdaq:GWGH) is a specialty finance company and a leading purchaser in the life insurance secondary market. GWG is dedicated to creating a vibrant life insurance secondary market for the economic benefit of seniors seeking post-retirement financial solutions, investors seeking yield derived from non-correlated assets, financial advisors seeking value-added products and services for their clients, and shareholders seeking to benefit from the growth of this marketplace. As of March 31, 2016, GWG's growing portfolio consisted of over \$1.0 billion in face value of benefits. Since 2006, GWG has purchased nearly \$2 billion in life insurance policy benefits and paid seniors over \$335 million for their policies.

For more information about GWG Holdings, email [info@gwqlife.com](mailto:info@gwqlife.com) or visit [www.gwqlife.com](http://www.gwqlife.com).

#### Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding our strategy, future operations, future financial position, future revenue, projected costs, prospects, plans and objectives of management are forward-looking statements. The words "anticipate," "believe," "estimate," "expect," "intend," "may," "plan," "would," "target" and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. These forward-looking statements include, among other things, statements about our estimates regarding future revenue and financial performance. We may not actually achieve the expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the expectations disclosed in the forward-looking statements we make. More information about potential factors that could affect our business and financial results is contained in our filings with the Securities and Exchange Commission. Additional information will also be set forth in our future quarterly reports on Form 10-Q, annual reports on Form 10-K and other filings that we make with the Securities and Exchange Commission. We do not intend, and undertake no duty, to release publicly any updates or revisions to any forward-looking statements contained herein.

#### Media contacts:

Rose Reifsnyder  
Sr. VP, Marketing  
GWG Holdings, Inc.  
(612) 746-0941  
[rreifsnyder@gwqlife.com](mailto:rreifsnyder@gwqlife.com)

Betsy Taube  
G&S Business Communications  
(919) 870-5718  
[btaube@gscommunications.com](mailto:btaube@gscommunications.com)



GWG Holdings, Inc.