

Subject: URGENT: Trade Alert - CACL

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Special Bulletin from OTC Analysts:

**URGENT: We're issuing an alert
on Crown Alliance, Ltd (CACL)
to over ONE MILLION investors. This is the chance
to get in front of a \$100 billion opportunity...**

Have you heard the joke, "I'm worth more dead than alive"?
Anyone in the life insurance business has heard it a million times.

For many baby boomers it's true. The death benefit from their life insurance policies is worth MORE than their entire life savings.

What's even more shocking is that 88% of universal life insurance death benefits are NEVER paid.

That money stays in the insurance company's pockets.

Crown Alliance Capital Ltd (CACL) is one of several companies that have found a way to put that money BACK in retiree's pockets, and make a giant profit in the process.

It's called "life settlements," and it's one of the hottest new investment vehicles in America today (see below for an explanation of how it works and why Wall Street is falling in love with them).

Short-term, you should know that in the next few weeks over a million investors will discover ***Crown Alliance (CACL)*** for the first time, and review the astounding set of facts below.

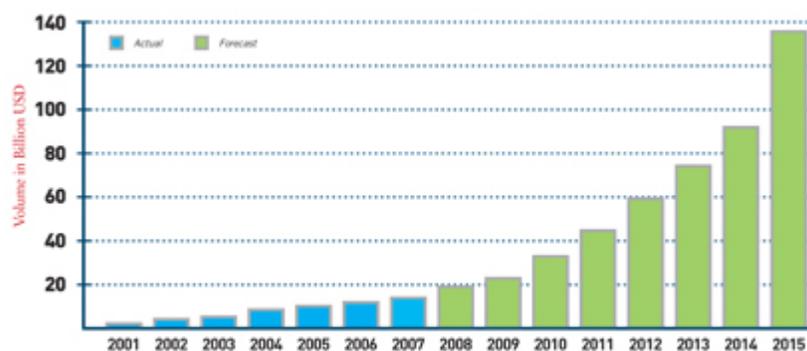
As you're about to see, similar companies sell for \$6, but CACL has the potential to shoot up from 38-cents to \$6 or more based on what you'll find below. A potential 1,400% windfall for early investors.

Long-term, you should know the facts outlined below on what could be one of the greatest new assets classes to arise since ETFs.

Investors could DOUBLE, TRIPLE, or QUADRUPLE their money as the Life Settlement industry is projected to surpass the CEMENT, LONG-TERM CARE, SILVER, and MEAT industries!

CACL proved its business model makes money when it announced a 440% first quarter profit in 2013.

If "*a rising tide lifts all ships*," then you want to be in this sector projected to grow from \$12 billion to \$100 billion over the next several years.



CACL could be your best opportunity to catch the rising tide in the life settlement market

Put that in perspective. When the life settlement industry hits \$100 billion it will be...

- \$39 BILLION BIGGER than the LONG-TERM CARE industry
- \$25 BILLION BIGGER than the MACHINE TOOLS industry
- \$40 BILLION BIGGER than the CEMENT industry
- \$60 BILLION BIGGER than the SILVER industry

Life settlements are on a path to equal the size of the SAVINGS & LOANS industry!

Think about the size of those industries, and then think about this: right now there are NO blue chips, there are no Fortune 500 companies in the life settlement market. Not yet.

But they are coming. That's what **Crown Alliance Capital Ltd. (CACL)** is aiming to be: the blue chip of the life settlement market.

Start your research into the massive investing opportunity in the life settlement market by going to **Crown Alliance Capital's (CACL)**

website.

This may be a company you want to add to your portfolio right now, especially after you see the rest of these facts.

Demand for life settlements sky rocket as baby boomers realize they can get \$200,000 checks today.

When you dig into the numbers, you see why the market demand for **CACL's** service is projected to grow exponentially...

- 10,000 baby boomers retire every day, and 10,000 will continue to retire each day for the next 15 years...
- Roughly 45 million baby boomers have LESS THAN \$100K in retirement savings.
- And about 32 million have saved LESS THAN \$25,000 in retirement savings.
- Roughly 27 million saved LESS THAN \$10,000!

That's shocking when you consider the average baby boomer will have 30 years or more in retirement!

Life settlement companies like **CACL** can effectively give baby boomers an entirely new nest egg.

Crown Alliance (CACL) will be able to give many boomers a \$100,000, \$200,000, or even \$300,000 check in exchange for life insurance policies that are only payable upon the boomer's death.

It's essentially a way for a retiree to get "free money" they would NOT have had access to at all.

How it works: A life settlement is the purchase of a life insurance policy at a discount from a person who no longer needs or wants the policy.

Often, people buy life insurance when they are younger. Say someone has a \$1 million policy. When they die, that policy would pay a death benefit of a million dollars.

In many cases that policy is no longer needed. Often, the person outlived the beneficiary for example.

A life settlement company can then offer 20% or 30% of the death

benefit in the form of cash. That way, the retiree gets \$200,000 or \$300,000 today.

Up to 88% of universal life death benefits are NEVER paid out. Almost all of the people holding on to those policies would be better served getting a cash payout while they can still use it.

That's why life settlement solutions for retirees are projected to grow from \$12 billion to over \$100 billion.

Our analysis suggests that NOW is the time to add CACL stock to your portfolio. It's trading at a far lower price than it should, considering it posted a 440% one quarter profit AND has \$100 million deals in the works.

Retirees need the money. And companies that can provide cash flow to retired Americans are going to see demand continue to skyrocket over the next decade.

15 years ago, no one had ever heard of a reverse mortgage, but now many seniors rely on them.

Life settlements will be the same in a few years.

A study by the Wharton School at the University of Pennsylvania showed that retirees make up to 360% MORE by selling to a life settlement company like **Crown Alliance Capital (CACL)**, than surrendering a policy back to the insurer.

Crown Alliance Capital (CACL) is going to have a massive impact on the lives of baby boomers. It's part of the solution for the greatest retirement.

Crown Alliance's business model specializes in the most profitable niche within the life settlement market.

Other life settlement companies go after nearly any life insurance policy.

Crown Alliance Capital (CACL) believes that's a mistake.

Their business model is to target the most profitable policies only: policy holders who are 80+ years old.

Buying their policies is more profitable because the longer someone lives, the less profit is in the policy. A morbid thought, but the math is on Crown Alliance's side.

More importantly, life settlements have a much bigger positive impact on individuals in this part of the market. These policy holders tend to be the most in need of a cash influx as they are nearer the end of their

retirement savings. CACL is able to make money by delivering real value to seniors in need of financial help.

Life settlements are becoming one of Wall Street's favorite new asset classes because of the higher returns with less risk...

Wall Street is taking notice of life settlements in a big way.

One hedge fund specializing in life settlements has produced a compound annual return of 21.42%. That's better than Warren Buffett's long term average!

It's easy to see why investors love life settlements like CACL buys.

- **Life settlements are CRASH PROOF and totally UNCORRELATED to the market.** A market crash can't turn a profitable settlement deal into an unprofitable one.
- **Investors make their money when they BUY, not when they sell, a life settlement.** For example, if Crown Alliance buys a \$1 million death benefit for, say, \$200,000, they know at the moment they sign the deal how much money it will make them. In this example, \$800,000.
- **Life settlements let investors buy \$100 for \$20 - the settlement company is trading time for cash.** The retiree sells his universal life policy to the settlement company, and gets 20%-30% of the value of the death benefit - money normally ONLY paid out after he dies. It's the perfect investing opportunity because they are buying money at a discount.

Whether you're looking for a short to medium-term trading opportunity, or a long-term investment, ***Crown Alliance Capital LTD (CACL)*** has enormous potential.

Launching the first-ever secondary market for the \$16.3 TRILLION life insurance industry

A secondary market is when you have customers buying and selling either used products, or directly from each other.

For example, the *New York Stock Exchange* is a secondary market because investors are buying and selling stocks to each other. The company that issued the stock is not involved.

Secondary markets are massive. Other examples besides stocks include the used car market, every home that is bought that is not brand new is

in the secondary market, and reverse mortgages are just one part of the secondary market for mortgages.

And the fact that we have a \$16.3 trillion consumer market that, before recently, had NO SECONDARY market is mind-boggling.

CACL (Crown Alliance Capital Ltd.) is positioned to grow by leaps and bounds as this secondary market for life insurance explodes in value.

Remember, 88% of the death benefits from universal life policies never get paid out! That means the \$1 million on a million-dollar policy never actually gets paid to anyone. Companies like CACL are changing that, and helping retirees make ends meet in the process.

Crown Alliance Capital Ltd (CACL) has a goal of buying \$500 million worth of life settlement portfolios. That would give it assets worth 625% MORE than its current market cap!

Crown Alliance Capital's President and CEO, Lorrain Fusco, has stated that the company's goal is to purchase \$500 million worth of life settlement portfolios in the next year.

That would give the company assets worth roughly 625% MORE than its current \$80 million market cap - a perfect setup for investors.

The company is currently in negotiations to purchase a portfolio of \$50 million of life insurance policies. That single deal will give Crown Alliance an asset worth nearly 65% of their current total market cap!

That's just the FIRST of two transactions Crown Alliance is working on closing right now. The total face value of the portfolio from these two deals would be \$100 million.

Just the assets from these two deals would give Crown Alliance assets worth almost \$25 million MORE than their current market cap.

Those deals are not closed yet, but if Crown Alliance does close them then it could have a big impact on share price.

More exciting is that these deals are just the tip of the iceberg of opportunities Crown Alliance is currently running.

Five big reasons CACL could hit \$6 soon based on several factors:

FIRST, a similar stock that has only 93 insurance contracts trades

for roughly \$6 a share, right now.

If Crown Alliance closes on those \$100 million worth of policies, expect to see its share price skyrocket.

SECOND, in 2013 the company posted a 440% first quarter profit. This is the company to watch in the life settlement market.

THIRD, Crown Alliance Capital (CACL) has the potential to capitalize massively on the projected \$90 BILLION increase in the life settlement market.

FOURTH, remember Crown Alliance specializes in the most profitable part of the life settlement market - policy holders 80 years and older.

FIFTH, over one million investors are starting to find out about the amazing opportunities in the life settlement market, and Crown Alliance's exciting position within it.

What should your next steps be?

- 1) Start your research by checking out Crown Alliance's website for more information.
- 2) If you use a discount broker, check the price. At just 36-38 cents a share, CACL is an easy buy.

At that price, a \$1,000 could buy you 2,630 shares.

And IF CACL shot up to \$1, that could deliver a 163% gain fast. If it hit \$5, you'd be staring at a 426% gain. If it shot to \$10, that \$1,000 would grow to \$26,300... a 2,531% return.

Read the facts below to decide for yourself what kind of potential a stock like **Crown Alliance Capital (CACL)** has in light of the market.

You and over one million other investors will look at these figures over the next few weeks. If this sounds like an opportunity you'd like to get in on, act quick. It always hurts to end up paying a "procrastination tax" because the stock price shot up.

This stock is positioned to potentially shoot up from 38 cents to as much as \$6. Why?

A similar stock that has only 93 insurance contracts trades for roughly \$6 a share right now.

As you'll see below, Crown Alliance Capital Ltd (CACL) is in talks to close over \$100 million worth of policies.

Considering the small price of entry to lock up a thousand (or two thousand or five thousand) shares of this stock, it seems like a good bet to us.

Best,
The OTC Analysts

P.S. Crown Alliance Capital Ltd (CACL) is one of those rare business models where they are able to almost literally buy dollars for a discount. With \$100 million of potential deals in the pipeline, you could see this stock explode from 38 cents to \$6 when the next deal or two is inked.

Similar companies with a scant 93 insurance policies in their portfolio trade for as much as \$6 now, and the market is projected to grow from \$12 billion to over \$100 billion in the next few years.

CACL may end up joining the OTC Hall of Fame stocks if it shoots up 1,400%, or more, to \$6 as we think is possible.

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