



For immediate release

Mortgage Architects recruits renowned industry veteran to senior management team

Company poised for exponential growth in Western Canadian markets

Mississauga, ON (April 23, 2007) – Mortgage Architects has strategically positioned itself to capture significant market share with the appointment of industry veteran, Meinhard (Meini) Ickert, to Regional Vice President of Western Canada.

Ickert brings to the table over 30 years of financial industry experience—the past seven of which were spent fostering channel growth for a major Canadian bank. His unparalleled knowledge and expertise are ideally suited to establish Mortgage Architects as a frontrunner in the western provinces.

“Meinhard Ickert is a consummate professional and the premier choice to spearhead this major strategic undertaking,” says Bob Ord, Chairman and CEO, Mortgage Architects. “His career accomplishments are extraordinary and he has an impressive track record of delivering results, but more than that, his integrity, commitment and standard of excellence are what makes virtually all that he touches a resounding success.” The MBABC recently presented Meini with an Outstanding Contribution Award in recognition of his involvement with MBABC, particularly educational-oriented activities.

As Regional VP of Western Canada, Ickert will be responsible for leading recruitment efforts throughout the west, as well as providing core support to Mortgage Architects’ network of lead and associate planners. He will also enhance relationships with and act as a direct liaison for the company’s key lenders.

“This is truly the opportunity of a lifetime,” says Ickert. “The foundation of our business has shifted. Mortgage products are evolving daily and so are distribution channels. The senior management ‘dream team’ at Mortgage Architects, spearheaded by industry veteran Bob Ord, is working diligently to introduce innovative, creative and competitive financing options to the Canadian public. Their vision and strategic direction will change the industry as we know it.”

ABOUT MORTGAGE ARCHITECTS INC.

Mortgage Architects is a national and Canadian-owned and operated mortgage brokerage focused on delivering mortgage-planning services to Canadians. Lead planners require a proven track record of high professional standards and \$25 million in yearly volume prior to joining the company, which is structured to be owned by the planners themselves. Lead and associate planners offer homeowners access to mortgage options from over 50 lenders, including major banks, credit unions, trusts and other lenders. With this outstanding range of mortgages and lenders, the experienced mortgage planners of Mortgage Architects are helping more Canadians achieve their goals of homeownership and financial security. For more information:

www.mortgagearchitects.ca