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Web Surfing Seniors May Be Shopping Online This Holiday Season, Finds Survey

-- Young Seniors Report Frequent Access of Online Accounts --

Irvine, CA- (November 27, 2007)- Web savvy seniors may choose the warm glow of their computer screens over the frosty air and brisk pace of holiday hustle and bustle while doing their shopping this season.

According to the 2007 Financial Freedom Senior Sentiment Survey, the fourth annual survey from Financial Freedom, a Subsidiary of IndyMac Bank F.S.B. (IndyMac Bank®), and the nation's largest lender of reverse mortgages, 78% of Internet using seniors report being comfortable making purchases online using their credit cards, after proper identification authentication occurs. Even more seniors (84%) indicated they are comfortable making online purchases using a specific store credit card.

“The web is not just the domain of boomers or generation X-ers, our research shows that many seniors use the Internet for shopping, researching products or managing their financial accounts,” said Michelle Minier, CEO of Financial Freedom. “Professionals who provide products or services to seniors can't ignore the Internet – they need to employ a strategic web strategy that targets seniors just as they do for other audiences.”

The survey also revealed that Internet using seniors frequently access their online accounts:

- *Bank Accounts* – 67% report viewing their accounts online and 90% of this group does so at least once a month, while 63% does so at least once a week;
- *Credit Card Accounts* – 63% report viewing credit card accounts online and 79% of this group does so at least once a month;
- *Store Credit Cards Account* – Only 36% report viewing these accounts online, but 69% do so at least once a month;
- *Investment Accounts* – 57% report viewing their accounts online, of this group 77% do so at least once a month.

Seniors' home shopping habits are not limited to the Internet either. Many seniors (61%) report being comfortable making purchases over the telephone with their credit card.

The Financial Freedom Senior Sentiment Survey measured the opinions of 1,129 “young seniors” aged, 62-75 on a variety of topics from retirement planning to family affairs to general quality of life issues. For a copy of the complete study, please contact Frank Piemonte of River Communications at fpiemonte@riverinc.com or by calling 914-686-5599.

About Financial Freedom

Financial Freedom Senior Funding Corporation, a subsidiary of IndyMac Bank, F.S.B., headquartered in Irvine, California, is the largest lender of reverse mortgages in the United States. Financial Freedom originated over **\$5 billion** in loan fundings on **\$15.2 billion** in home value in reverse mortgages in **2006** and is now the largest servicer of reverse mortgages with a servicing portfolio of over **130,000** loans.

Financial Freedom developed the Reverse Mortgage Analyzer, the industry’s first reverse mortgage software that helps lenders compare the benefits between the HECM, Fannie Mae and the Cash Account products. The Reverse Mortgage Analyzer has been a powerful tool since 1997 and is the industry standard with more than 28,000 registered users. In addition, this RMA software application has been used to train counselors.

Financial Freedom is also a founding member of the National Reverse Mortgage Lenders Association. NRMLA is a nonprofit trade association, based in Washington, DC, whose mission is to support the continued evolution of reverse mortgages as an important financial option for senior homeowners while educating both its members and consumers about the varied applications of this unique loan. For more information, visit the Financial Freedom Web site at www.financialfreedom.com.

Members sign a Code of Conduct pledging to abide by guidelines that assure fair, ethical, and respectful practices in offering and making reverse mortgages to seniors. For more information, visit the NRMLA Web site at www.reversemortgage.org.

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home equity lines of credit to prime credit quality borrowers. The prime home equity loans are subject to a maximum 90% CLTV. Indymac does not offer any subprime loans which are not saleable to the GSEs. Indymac Bank also provides FDIC-insured retail banking products to facilitate consumers' personal financial goals.

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