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## 18<sup>th</sup> Prime Minister of Canada to Speak at Noble Financial Equity Conference

NEW YORK -- (BUSINESS WIRE) -- Noble Financial Capital Markets announced today that the 18<sup>th</sup> Prime Minister of Canada, the Right Honorable Brian Mulroney, will be the keynote speaker at its fourth annual small-cap equity conference to be held at the Loews Lake Las Vegas Resort (20 miles from Las Vegas proper), August 17 – 19, 2008. Most notably, Mr. Mulroney was the architect of both the US / Canada Free Trade Agreement with Ronald Reagan and N.A.F.T.A. together with Presidents George H. Bush and Carlos Salinas of Mexico.

“We are extremely proud to have Mr. Mulroney speak at our conference”, said Nico Pronk, Noble Financial’s President, “I can’t think of anyone more relevant and insightful considering our current economic and political environment”, he added.

As Canada’s head of state for a decade through the Reagan years and the transition of the White House to George H. Bush, and then again to Bill Clinton, Mr. Mulroney provides a unique perspective on international politics and foreign relations – and a decidedly global take on the US Presidential election. In addition to his close relationship with former President Bush and the late Ronald Reagan (Mr. Mulroney was the first foreign dignitary to eulogize at a funeral for an American president), Mr. Mulroney remains in contact with Russia’s former President Mikhail Gorbachev, Britain’s former Prime Minister, Margaret Thatcher and numerous other world leaders.

Domestically his economic policies led to sweeping changes in Canada. These changes are now widely recognized as the basis for Canada’s current strong economic performance. His government introduced a series of privatizations (returning several companies once owned by the federal government to the private sector), a low inflation policy, comprehensive tax reform (including removal of the Manufacturers Sales Tax - a crippling tax for Canadian manufacturers), extensive deregulation and expenditure reduction policies and the historic trade agreements with the United States and Mexico. In 2000, the McGill University North American Studies Institute determined that Mr. Mulroney has the best economic record of any Prime Minister since the Second World War. In 2003, the Institute for Research on Public Policy rated Mr. Mulroney as the second most accomplished Prime Minister of the previous 50 years.

Considering two of the candidates for the US presidency are threatening to change or even abolish this country’s free trade relationship with Canada, and with the ongoing debate on healthcare reform (Canada has had a state-run system for decades), few keynote speakers could be more relevant to business and investment leaders. Mr. Mulroney’s 50-minute address will be followed by an open forum for questions and answers.

Noble Financial’s 2008 conference will feature as many as 150 public company executive teams offering diversity in terms of sector representation and market capitalization. The majority of the companies will have market-caps between \$400 million and \$800 million, although there will be some companies with much higher, and lower, market capitalization.

“While several equity conferences are shrinking in attendance year-over-year, we’re seeing increases”, said Mark Pinvidic, Noble Financial’s Managing Partner, “I think it’s attributable to our focus on quality, not quantity. These are important people and their time is valuable. Our mandate is to make sure that every minute at the conference is value-added; that means every meeting, breakout, one-on-one, social function and, of course, the relevance of our keynote speaker”, he added.

Another twist which has proven to be very popular with attendees is the thematic approach Noble Financial takes. Past conferences have been dubbed Come Together, Ontrack and Two-Double-0-Seven (Rock & Roll, NASCAR and James Bond themed). This year it’s MAD MAX. “A little fun mixed with a very tight business agenda never hurts”, said Pinvidic. “These people are been-there-done-that types and we still seem to find something they may not have done which makes for an overall memorable conference experience”.

Although tight-lipped about this year’s Monday evening event, if past functions are any indication, attendees are in for quite a ride. In 2006, all conference goers climbed into racecars at the Lowe’s Motor Speedway in Charlotte, NC, and last year flew in helicopters from the deck of the USS Yorktown aircraft carrier in Charleston, SC. Considering the 2008 post-apocalyptic MAD MAX theme this year, it’s anyone’s guess what’s in store.

Mr. Mulrone’s address is sponsored by Noble Financial, Loews Hotels, and Sonic Foundry Event Services (conference webcasting provider), with transportation services for the Prime Minister provided by Avantair (fractional aircraft shares provider).

Noble Financial’s MAD MAX conference is by invitation only. For more information contact Mark Pinvidic at:

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