



News Release

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Rudy Ruettiger to Deliver Keynote Address at REISA's 2010 Annual Conference

INDIANAPOLIS – September 8, 2010 – The Real Estate Investment Securities Association (REISA) has announced Daniel “Rudy” Ruettiger as the opening keynote speaker at its 2010 Annual Conference October 17-19, 2010 at the Paris Resort in Las Vegas.

Ruettiger served as the inspiration behind the true-life story of the 1993 film Rudy, which detailed his dream to attend Notre Dame and play football for the Fighting Irish where he sacked the opposing quarterback in the final 27 seconds of his only game played. He is the only player in the school's history to be carried off the field on his teammate's shoulders.

He will join previously announced keynote speaker Dr. Mark Dotzour, the chief economist and director of research for the Real Estate Center at Texas A&M University.

“Rudy has inspired people with his fierce determination to overcome obstacles and criticisms and achieve his goals,” said Rick Chess, REISA President. “We are happy to have him presenting to our attendees and empowering them with a similar determination to incorporate this into their businesses.”

REISA's Conference brings together leading real estate securities professionals including sponsors, broker-dealers, registered investment advisors (RIAs), registered representatives, financial advisors, qualified intermediaries, attorneys, CPAs, lenders, custodians, mortgage brokers and other industry related professionals for one-of-a kind networking and educational opportunities.

To register for this conference, go to www.reisa.org or call 866.353.8422. For more information, contact Jill Delaney at 317.663.4175 or jdelaney@reisa.org.

About the Real Estate Investment Securities Association (REISA)

The Real Estate Investment Securities Association (REISA) is a national, non-profit trade association for professionals who offer and distribute securitized real estate investments. Members include real estate sponsors, broker-dealers, registered representatives, financial

advisors and affiliated businesses such as law, accounting and real estate brokerage firms. REISA works to maintain the integrity and reputation of the industry by promoting the highest ethical standards to its members and providing education, networking opportunities and resources. For more information, call REISA at 866.353.8422.

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