



## **WorldVest to Launch WorldVest Brasil Finance FIDC**

A Securitized Finance Fund Investing in Consumer Direct Credit and Credit Card Receivables

**New York, NY January 4, 2010** – WorldVest, Inc. (OTCBB: WOVT), a global merchant bank, announced today that it will launch “WorldVest Brasil Finance FIDC” (the “WVB Finance FIDC”) as its initial investment vehicle to enter the highly lucrative yet underserved Brazilian consumer finance market. WVB Finance FIDC will be structured as a Fundo de Investimento em Direitos Creditórios (FIDC), which is a Brazilian securitized finance fund consisting of senior and subordinated shares and which will be rated by Standard and Poors based on the strength of the collateral within its credit portfolio.

The WVB Finance FIDC will initially invest in credits generated within the retail sector such as Consumer Direct Credits (CDC) and Credit Cards (CC), but ultimately aims to grow into other lucrative areas of the growing Brazilian financial markets. WorldVest has identified and entered into initial negotiations with nine retailers whose 2009 combined revenues totaled more than US\$2 Billion. Each of these companies is seeking a combination of CDC and/or CC financing as a solution to their limited liquidity currently hampering growth. WorldVest seeks to finalize contracts with these initial target companies, while continuing to pursue additional finance opportunities, and looks to begin deploying capital as soon as possible.

The strength of the Brazilian economy and particularly the rapid growth of the middle class have led to an increase in consumption and the use of credit, creating a highly attractive lending environment. Brazil has among the highest consumer interest rates worldwide with CDC rates of approximately 5% per month and some card rates as high as 10% per month, or 120% APR. Net of fees, Brazilian consumers pay between 6 to 8 times that of their U.S. counterparts. Growth in consumer credit, by some reports, is expected to be up to five times that of the overall economy, which is forecast to increase by 3.8% in 2010. The Central Bank of Brazil reported that the total outstanding CDC balance increased 57% from R\$91 billion to R\$144 billion (approximately \$US53 billion to \$US85 billion) from September 2008 to September 2009. In the lower income sectors, where a large percentage of this growth occurs and where borrowers gain access to credit for the first time seek to maintain this new found freedom, default rates are as low as 1-2%.

According to Brazilian Association of Credit Card Companies (ABECS), much like growth in CDC volumes, Brazilian consumers’ use of “plastics”, which includes credit cards, debit cards and private label cards, increased to 21.4% of all purchase in 2008 from 8.7% in 2000. The 2008 year-over-year growth in overall card transactions and volume were 19.4% and 25.8% respectively, with purchase volumes growing by 20% annually since 1995. Credit Card transactions totaled approximately R\$220 billion (US\$129 billion) in 2008, while all plastics accounted for R\$375.4 billion (US\$221 billion). Highlighting the room for continued growth in this market, card payments account for only 21.4% of Brazil’s private sector consumption, compared with 40% in more developed countries. Further, the average number of issued cards per individual in Brazil is approximately 1.8, far below that reported in the United States, where this ratio stands above 3 cards per individual.

The WVB Finance FIDC marks WorldVest's entry into the Brazilian financial market and a fulfillment of its mission to identify opportunities to generate outsized, risk-adjusted returns across global markets. WorldVest Chairman and CEO, Garrett K. Krause offered the following assessment of the company's progress in the Brazilian market: "Since our formation, we have worked tirelessly to position WorldVest and its shareholders to capitalize on the most unique and attractive opportunities on a global basis. Brazil has shown tremendous resiliency in the face of the global recession, emerging quickly as an engine that is helping to resuscitate the global economy. As a very stable commodity driven economy and on the heels of the Rio Olympics announcement, the upcoming World Cup and a highly successful Banco Santander Brasil IPO in the U.S., we can't help but feel that our timing couldn't be better. We have seen a tremendous appetite from global investors for access to the Brazilian finance sector and look forward to this opportunity to position WorldVest as their partner of choice in this market."

#### **About WorldVest:**

WorldVest is a global merchant bank that offers not only traditional investment banking, asset management and advisory services, but also makes direct investments as a principal in select high-growth transactions on a global basis. Recognizing the disconnect that exists between the needs of companies and the limitations of traditional investment banking, private equity, and venture capital institutions, WorldVest seeks to set a new standard, emerging as a partner and solution provider where one did not previously exist.

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#### **Forward Looking Statements:**

*Certain statements in this release and other written or oral statements made by or on behalf of the Company are "forward looking statements" within the meaning of the federal securities laws. Statements regarding future events and developments and our future performance, as well as management's expectations, beliefs, plans, estimates or projections relating to the future are forward-looking statements within the meaning of these laws. The forward looking statements are subject to a number of risks and uncertainties including market acceptance of the Company's services and projects and the Company's continued access to capital and other risks and uncertainties outlined in its filings with the Securities and Exchange Commission, which are incorporated herein by reference. The actual results the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. These statements are based on our current expectations and speak only as of the date of such statements.*