

FOR IMMEDIATE RELEASE

JVB Financial Group Launches Redesigned Website

BOCA RATON, FL, December 31, 2009 — JVB Financial Group, LLC is pleased to announce the launch of its newly-redesigned website at www.jvbfinancial.com. Designed by Miami-based agency WorldMedia, the site has a fresh, modern look, with enhanced features relevant to JVB's customer base.

“Along with updating the overall look and feel of the site, we’ve also added educational resources and a more robust offerings feature,” says JVB Marketing Director Jaime Hogan. “We want to enhance customer service for our dealer, advisor, and institutional customers, and provide tools to help them serve their clients more fully.” She adds, “We want our customers to make the JVB website part of their daily routine.”

The Home Page contains links to current JVB News, along with sections for Advisor, Dealer, Institutional, and Origination Services. Also front-and-center: links to the latest commentaries written by the JVB's two economists, Bill Sullivan and Keith Cronin. In the “Products” section of the site, JVB has added descriptions of the different fixed income asset classes the firm distributes in, and has also provided links to other educational resources financial professionals may find helpful.

Also accessible from the site is JVB's recently launched inventory system. “The *JVB Bond Center* is a major component of our website redesign,” states David House, Senior VP and Sales Manager at the firm. “Registered users can view real-time bond inventory in an easy-to-use format, and send orders to the Sales and Trading desk. We also provide reporting and laddering tools to empower our customers with improved tools to communicate with their client base.” Users can log in to the *JVB Bond Center* right from the Home Page of www.jvbfinancial.com.

JVB encourages its existing and prospective clients alike to visit. “Even if you’ve been to our site before, you should come back to see our new look,” says Ms. Hogan. “Check out all of the new features, and then save us in your ‘favorites’!”