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National Asset Direct, Inc. and the iServe Companies to expand services into Stamford, Conn.

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Ralph DellaCamera, chairman of the Board of National Asset Direct, Inc. (NAD), parent company to the iServe suite of companies, is expanding its origination platform - iServe Residential Lending - to the East Coast by opening an office in Stamford. The expansion is part of NAD's plan for the robust growth of its mortgage origination platform. The new office will be led by an experienced regional team headed up by Ernie Craumer, Northeast regional manager. The senior management of iServe Residential Lending will remain in the San Diego operational headquarters.

NAD's suite of mortgage companies includes origination, REO, servicing, and technology (the iServe Companies). The iServe Companies consist of iServe Residential Lending, LLC, iServe Real Estate Operations, Inc. (iServe REO), and iServe Servicing, Inc.

"While others have left the mortgage origination industry, iServe continues to grow and expand its mortgage origination platform," said DellaCamera. "We believe iServe Residential Lending's model of diversified loan products, speed and competitive pricing will translate well on the East Coast." A seasoned team of industry executives will continue to execute these measures, which will further solidify NAD and the iServe Companies' leading position in the mortgage space.

DellaCamera, who is also a hedge fund manager, is winding down his six-year-old multi-strategy hedge fund. "The decision to wind-down the DellaCamera Capital Management multi-strategy hedge fund will have no impact on NAD and the iServe Companies," DellaCamera said. "In fact, we are monetizing the fund to focus our time, effort and resources on growing NAD and the iServe Companies which we believe will yield significant results."

NAD was launched in October of 2006 as an advisor and portfolio manager to principal buyers, both affiliates and third parties, who buy a broad array of performing, sub-performing and non-performing residential mortgage loans and assets.

NAD has established trusted relationships with a wide spectrum of financial institutions, investment banks, mortgage banks, and thrifts looking to manage liquidity, operational flow, and loss severity, and has built an outstanding team of experienced senior managers from the top mortgage originators and servicers in the industry.

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