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**FIRST NLC FINANCIAL SERVICES CHOOSE NEW BLUE 2 AS PROMOTIONAL
MARKETING FIRM**

St. Louis, MO (June 1, 2006) – Blue 2 announced it will provide all promotional items and manage the company store for Deerfield Beach, Florida-based First NLC Financial Services, a wholly-owned subsidiary of Friedman, Billings Ramsey Group, Inc., (NYSE – FBR).

“We’re very excited to be working with First NLC Financial Services,” said Jane Beth McCarty, President for Blue 2. “First NLC Financial Services is a growing company in a growing industry, and the timing is right for us to help this great company expand further,” added McCarty.

First NLC Financial Services is a national nonprime residential mortgage lending company. Its stated core values are customer commitment, flexibility, accountability, integrity and diversity. Blue 2 will provide design and develop all First NLC Financial Services Company Store basic giveaways, and will work with the company to make its product launches and company promotions successful.

“Blue 2 shares the values of First NLC Financial Services making our business relationship and excellent fit,” explained McCarty.

Blue 2 is a full-service promotional marketing firm specializing in custom products and brand marketing, with extensive experience in financial and cause marketing. While the company was founded in 2006, the management team and directors have over 15 years of combined experience in promotional marketing and has received a number of industry awards, including several Golden Pyramids.

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