



JCR Capital Announces Formation of Commercial Real Estate Opportunity Funds

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Announcement Concurrent with JAM Equity Partners Making Minority Interest Investment in JCR

DENVER, Jan. 29 /PRNewswire/ -- **JCR Capital** has formed two real estate opportunity funds to take advantage of the current credit market dislocation through debt and/or equity investment strategies.

The formation of the private capital platform is concurrent with JAM Equity Partners, LLC making an equity investment in JCR and receiving a minority ownership position in the company.

The new platform will begin executing its strategies via two funds:

-- A debt opportunity fund focused on current yield -- A distressed asset fund focused on capital appreciation

JCR Capital will serve as manager and general partner of the funds. According to **Jay Rollins**, JCR Capital managing principal, JCR's investment focus will be to provide superior risk adjusted returns by benefiting from current market conditions, including:

- Dislocation of the credit markets
- Consolidation of traditional real estate capital providers
- Pending government regulation of the financial services industry
- Closing/shrinkage of the securitized lending markets
- Defaults on maturing commercial real estate loans
- Decline in commercial real estate values
- Oversupply of residential land and condominiums

"Not only is JAM our new institutional equity partner, it is an established, highly successful money manager that will provide great assistance in identifying and securing sound investments for the funds," said Mr. Rollins. "With JAM onboard, we see tremendous opportunities for our investors."

(continued)

JCR's two fund strategies are:

Debt Strategy

-- Bridge loans on performing projects -- Acquisition loans on opportunistic purchases --
Note purchase financing

Equity Strategy

-- Distressed asset purchases -- Equity in well-performing assets that are over-leveraged -
- Non-performing loans purchases -- Equity in opportunistic acquisitions

For more information please call or email Jay Rollins at 303-618-0530 or
jayrollins@jercapital.com .

About JCR Capital

JCR Capital is a direct real estate lender, specializing in transitional properties. JCR Capital customizes each transaction to fit the client's needs, which may include; pricing, proceeds, structure, flexibility and speed.

About JAM

JAM Equity Partners is an affiliate of Jacobs Asset Management, an established, highly successful money manager with approximately \$340 million under management in **JAM Partners, LP**. **JAM Equity Partners** was founded by Sy Jacobs, Bill Roy and Mike Sekits to make and manage long term, high return investments into financial services businesses.