



For Immediate Release

CHAIRMAN AND CHIEF EXECUTIVE OFFICER ACQUIRES ADDITIONAL COMMON SHARES OF JAGUAR FINANCIAL

Toronto, Canada, September 15, 2008 –Vic Alboini, Chairman and Chief Executive Officer of Jaguar Financial Corporation (“**Mr. Alboini**” and “**Jaguar**”), announced the purchase of an aggregate of 2,636,000 common shares (“**Common Shares**”) of Jaguar (TSX: JFC) on September 12, 2008.

Mr. Alboini acquired, directly and indirectly, ownership and control or direction over an aggregate of 2,636,000 common shares of Jaguar, representing approximately 2.5% of Jaguar’s total issued shares. 144,050 of the 2,636,000 Common Shares are held in the RRSP of Mr. Alboini’s wife, Lesley Alboini, and 182,690 of the 2,636,000 Common Shares are held by Stature Inc., an investment company owned by Mr. Alboini.

Mr. Alboini is the Chairman and Chief Executive Officer of Northern Financial Corporation (“**Northern**”), which owns 13,544,315 Common Shares representing approximately 12.6% of the issued and outstanding Common Shares.

The Common Shares acquired, together with the Common Shares of Jaguar owned or controlled by Mr. Alboini and Northern prior to the transactions, resulted in Mr. Alboini and Northern owning or controlling 8,381,571 and 13,544,315 Common Shares of Jaguar, respectively, representing approximately 7.8% and 12.6% of the currently issued and outstanding Common Shares of Jaguar. In the aggregate, Mr. Alboini and Northern own or control 21,925,886 Common Shares of Jaguar, representing approximately 20.4%, of the issued and outstanding Common Shares of Jaguar.

The Common Shares were acquired on the Toronto Stock Exchange for investment purposes at an average price of \$0.10 per share. Mr. Alboini and Northern may, directly or indirectly, depending on market and other conditions, acquire beneficial ownership of, control or direction over, additional Common Shares, through market transactions, private agreements or otherwise. Mr. Alboini and Northern may, depending on market and other conditions, sell any or all of their respective Common Shares.

About Jaguar Financial Corporation

Jaguar is a Canadian merchant bank that invests in undervalued small capitalization companies in a variety of industry sectors.

The Toronto Stock Exchange does not accept responsibility for the adequacy or accuracy of this news release. This news release may contain certain forward looking statements which involve known and unknown risks, delays, and uncertainties not under Jaguar's control which may cause actual results, performances or achievements of Jaguar to be materially different from those implied by such forward looking statements.

For additional information on this press release, please contact:

Kyler Wells
General Counsel & Corporate Secretary
416.644.8177