



News Release

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INSPIHERE INSURANCE SOLUTIONSSM ADDS TO MANAGEMENT TEAM

Steven "Tyler" Norton Joins as Senior Vice President

DALLAS/FORT WORTH – October 12, 2009 – Insphere Insurance SolutionsSM (<http://www.insphereis.com>) today announced that Steven "Tyler" Norton has joined the company as a senior vice president with primary responsibility for life insurance and annuity products.

"We are excited to have Tyler join our company and lead our efforts with our life and annuity products," said Phillip J. Hildebrand, president and chief executive officer of Insphere Insurance Solutions. "Tyler is a proven leader in agency distribution, and he will be a tremendous asset to our senior leadership team as we work to build our field force and roll out these types of products across the country."

Norton brings 14 years of insurance industry leadership experience to his new position with Insphere Insurance Solutions. He joined Beneficial Life Insurance Company in 2002 and most recently served as their senior vice president and chief distribution officer. Prior to that, Norton advanced to field management positions with The MONY Group, Mutual of New York, after joining the company as an agent in 1995. Norton is a graduate of the University of Utah and holds a B.A in Economics.

Insphere Insurance Solutions is an authorized agency in 49 states and the District of Columbia and expects to be the largest independent career agent insurance distribution group in America, with an anticipated force of 3,000 agents. Insphere Insurance Solutions is backed by a group of private equity investors, including affiliates of The Blackstone Group, Goldman Sachs Capital Partners and Credit Suisse.

Insphere Insurance Solutions has previously announced marketing agreements with John Hancock for long-term care insurance, ING for term life and universal life insurance, and Minnesota Life for whole life insurance.

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About Insphere Insurance SolutionsSM

Insphere Insurance SolutionsSM is unique as a specialist in small business and middle-income market life, health, long-term care and retirement insurance. When the company commences full services in 2010, it is expected to be the largest independent career agency

distribution group, with a sales force of approximately 3,000 agents nationwide. For more information about Insphere Insurance Solutions, visit www.insphereis.com.

CAUTIONARY STATEMENT FOR PURPOSES OF THE "SAFE HARBOR" PROVISIONS OF THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995

This new release includes forward-looking statements relating to the development of Insphere Insurance Solutions ("Insphere") that are subject to certain risks, uncertainties and assumptions. Actual results may vary materially. Forward-looking statements speak only as of the date they are made, and we do not undertake any obligation to update them to reflect changes that occur after that date. Factors that could cause actual results to differ materially include, but are not limited to, Insphere's ability to obtain and retain applicable licenses, Insphere's ability to enter into and maintain satisfactory relationships with insurance carriers and agents and the implementation of various information technology and administrative systems, platforms and processes necessary to successfully run the new business. Like any new business, the progress and success of Insphere entails substantial uncertainty.