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BENEFITMALL CONTINUES AGGRESSIVE EXPANSION WITH ACQUISITION OF BENEFITPORT SOUTHEAST

Third Purchase for BenefitMall this Year

(Dallas –September 6, 2006) BenefitMall, one of the nation’s leading broker services companies, announced today that they have completed their third acquisition of the year with the purchase of BenefitPort SouthEast, one of the founding members of the BenefitPort National network.

BenefitPort SouthEast is headquartered in Fort Lauderdale, Florida and is currently serving 13,000 employers and their agents. They join BenefitMall with a strong reputation in the industry for providing superior customer service with additional locations in Fort Myers, Tampa Bay, Jacksonville, and Atlanta, Georgia.

“Our company goal is to be Brokers’ first choice for products and services each time they consult and sell a client” said Bernard DiFiore, BenefitMall President and Chief Executive Officer. “And with that goal in mind, we are extremely pleased with our expansion opportunities this year and are very excited about the addition of a strong organization like BenefitPort SouthEast to the BenefitMall team.”

BenefitPort Southeast President, Rolando Alfonso, commented, “We look forward to joining a team that shares our commitment to customer service, and we believe that our two companies combined will provide Florida brokers with a superior product and service opportunity.”

This acquisition will further expand BenefitMall’s existing product offerings making them the only General Agency to represent all major carriers in Florida, increase their

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accessibility and service capabilities throughout the state of Florida, and reinforce their position as the largest employee benefits general agency in the nation.

About BenefitPort SouthEast

BenefitPort SouthEast is a General Agency built upon solid service fundamentals and continues to grow and lead the insurance marketplace in the SouthEastern United States. Headquartered in Fort Lauderdale, Florida with locations throughout Florida and Atlanta, Georgia, they service more than 13,000 employers and their agents. <http://www.bpse.com>

About BenefitMall

BenefitMall is the complete broker-oriented sales solution that provides brokers with products, services and tools to make selling employee benefits to small business more efficient. Headquartered in Dallas, Texas and in business for 25 years, BenefitMall offers small-business brokers thousands of plans from more than 100 leading insurance carriers, either directly through the Company's sales offices, or via its website, <http://www.benefitmall.com>. As the largest General Agency in the country, BenefitMall supports brokers in the selling of employee benefits to small businesses and has sales and support offices located in 33 U.S. markets serving 12 states. BenefitMall sales more than \$3 million in new premiums per day through a national network of more than 15,000 independent Brokers who are registered with us.

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