



PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:

December 3, 2007

Laura Clenney

BenefitMall

(469) 791-3318

laurac@benefitmall.com

**BENEFITMALL PARTNERS WITH NORVAX TO BETTER SUPPORT
BROKERS IN THE INDIVIDUAL HEALTH MARKET**

New Partnership Offers a Solution for Every Level of Involvement in Individual Sales

DALLAS, TX-December 3, 2007-BenefitMall, one of the nation's leading broker services companies, is announcing their new partnership with Norvax, the number one provider of online marketing and sales technology for the individual health insurance industry.

Norvax, ranked number 5 in the Top Companies in Chicago-Naperville-Joliet, IL-IN-WI and ranked number 10 in the Top Companies in Software, creates web-based software that helps insurance agents sell health policies to individuals. From insurance websites to insurance software and lead management tools, Norvax is the first company to offer a nationwide consumer quote engine and offers the largest number of carriers and plans – more than any other individual quote engine on the market. Norvax tools deliver concrete results for over 10,000 health insurance professionals and 70 carriers in 44 states.

The Norvax and BenefitMall relationship creates a perfect alliance between group and individual by combining BenefitMall's industry leading quote engine, with Norvax's personalized individual quoting websites. With this new partnership, BenefitMall can focus increasing their growth simultaneously in both the group and individual markets. "We felt that Norvax was a perfect tool for Brokers to use to quickly identify options for their individual clients, as well as providing them with a more customized approach to serving their needs," said Michael Gomes, BenefitMall Executive Vice President, Market Operations.

"We are very pleased about the opportunities this new partnership creates to provide brokers with new ways to invigorate their business and increase sales," said Jeremiah Desmarais, Vice President of Marketing, Norvax. "With the increasing number of the uninsured consumers shopping online, they need trusted advisors to explain policy nuances and navigate the shopping process. BenefitMall brokers have the experience consumers need, and with the Norvax suite of tools powering them, the shopping process

-More-

BenefitMall Press Release-page 2 of 2

can be made much simpler.”

Partnering with Norvax will enable BenefitMall to provide Brokers with a broader range of tools and services that will more effectively meet the needs of their individual clientele.

About Norvax

Norvax Inc. is a leading developer of Web-based sales and customer communication tools for the insurance industry that help insurance brokers and carriers connect with customers and transact business more efficiently. From tools for building Web sites to health insurance quoting engines and e-mail autoresponders that can automatically include updated health insurance quotes, Norvax’s product suite lets insurance agents increase sales, cut administrative time and reduce expenses by initiating customer contact faster and automatically maintaining around-the-clock communications with prospects. Founded in 2001, Norvax is privately held and based in Chicago.

About BenefitMall

Headquartered in Dallas, Texas and in business for more than 25 years, BenefitMall is the nation’s largest general agency supporting brokers in the selling of employee benefits to small businesses and individuals. Offering sales support in 33 U.S. markets serving 12 states, BenefitMall sells more than \$3 million in new premiums per day through a national network of more than 15,000 independent registered Brokers. With over 100,000 in-force groups, BenefitMall supports nearly two million members and their dependents. 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>.

###