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BENEFITMALL ACQUIRES BENEFITPORT SOUTHWEST

BenefitMall Continues to Expand Service Area and Increase Product Offerings

(Dallas – July 2, 2008) BenefitMall, one of the nation’s leading broker services companies, announced today that it has acquired BenefitPort Southwest, a full service general agency that provides solutions for Individual, Group and Senior clients.

BenefitPort Southwest is one of the founding members of the BenefitPort National network. Founded in 1985 and Headquartered in Fort Worth, Texas, BenefitPort Southwest provides support for broker sales of group, individual and senior products across Texas and Oklahoma.

“BenefitPort Southwest is a progressive and successful company that we are pleased to make a part of our team,” said Bernard DiFiore, President and CEO of BenefitMall. “This acquisition is an excellent opportunity for BenefitMall to continue to expand our service area, as well as serve as a stepping stone into the Senior Benefits arena. We look forward to joining forces with BenefitPort Southwest and providing our customers with more opportunities than ever before.”

Scott Ringnald, the original founder, President and CEO of BenefitPort Southwest, commented, “As one of the largest national employee benefits general agencies, BenefitMall offers us the opportunity to expand our products and services across states lines. We’ve built our reputation on delivering superior service and with this next step, we can reaffirm our commitment to our customers by expanding our presence and increasing distribution beyond Texas and Oklahoma.”

BenefitMall will gain an office in Fort Worth and expand their presence in San Antonio, allowing them to better serve Brokers throughout the state of Texas. Additionally, the BenefitPort Southwest Medicare Team that currently provides Senior benefit solutions for Texas and Oklahoma markets will provide BenefitMall the opportunity to expand nationally into the Medicare arena.

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BenefitPort Southwest

BenefitPort Southwest is a full service general agency that assists brokers in meeting the needs of their group, senior or individual clients. Originally known as Associated Group Brokerage, BenefitPort Southwest was founded in 1985 in Fort Worth, Texas. BenefitPort Southwest supports broker sales of group and individual products across Texas and Oklahoma, and their Senior Benefits division distributes products throughout the Southwest.

BenefitMall

BenefitMall is the complete broker-oriented sales solution that provides brokers with products, services and tools to make selling employee benefits to small businesses more efficient. Headquartered in Dallas 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, www.benefitmall.com. BenefitMall is the largest General Agency in the country supporting brokers in the selling of employee benefits to small businesses and has sales and support offices located in 33 U.S. markets serving 11 states. BenefitMall sells more than \$2 million in new premiums per day through a national network of more than 15,000 independent Brokers who are registered with them.

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