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BenefitMall Announces Redesign of www.benefitmall.com

(Dallas – November 10, 2008) BenefitMall is excited to announce their newly redesigned and enhanced website was launched today October 31, 2008. The website redesign offers customers new features that provide easier navigation, one-click access to the most popular and often used features of benefitmall.com, and enhanced reporting options in their Client Ready Quote SystemSM.

In their ongoing efforts to provide Brokers with the tools and resources needed to streamline their day-to-day business, BenefitMall, one of the nation's leading broker services companies, has given its corporate website a more cutting edge format that more closely mirrors other websites that their customers have come to use daily in both their personal and professional activities.

“Redesigned with you in mind,” benefitmall.com not only has a polished new look, but also offers new intuitive icons for easier navigation from the homepage, to broker workspace, contact us, and my profile. An enhanced secure login process ensures more accurate data is posted to the broker workspace, and provides easier access to forgotten username and password. Quotes processed through BenefitMall's Client Ready Quote System can now be received in multiple formats with the option for Brokers to brand the final quote with their own company name/logo.

“The enhanced benefitmall.com offers more tools and resources than ever before in an effort to increase the functionality of our website and add value to the services we provide our Broker partners. With a fresh new look and added benefits, benefitmall.com allows our customers to quickly and efficiently access the information they need. We are very pleased with our progress and look forward to offering further enhancements in the spring,” commented Bernard DiFiore, President and CEO of BenefitMall.

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 businesses more efficient. Headquartered in Dallas and in business for over 20 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 \$3 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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