



**FOR IMMEDIATE RELEASE**

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**BenefitMall Announces Destination for 2009 Sales Incentive Trip to San Juan**  
*Concluded 2008 “Discover a Desert Oasis” Sales Program in Scottsdale*

(Dallas, TX – May, 4, 2009) BenefitMall, the nation’s leading broker services company, announced the destination of their 2009 Sales Incentive Trip to [The Ritz-Carlton](#), San Juan Hotel, Spa & Casino in San Juan, Puerto Rico April 15, 2010 through April 18, 2010.

BenefitMall’s annual sales incentive trips rewards brokers and [BenefitMall employees](#) who reach a premium amount set for each year’s program with a luxury weekend getaway to some of the most prestigious hotels and resorts in the country. BenefitMall recently concluded their 7<sup>th</sup> annual sales incentive trip where over 200 qualifiers and their guests attended. Their 2008 “Discover a Desert Oasis” sales program to the Phoenician, one of Scottsdale’s legendary luxury resorts, in Scottsdale, Arizona, was BenefitMall’s largest sales incentive trip to date. Towards the end of the trip, BenefitMall unveiled the destination for their 2009 Sales Program, “[Sail Away to San Juan](#).” Qualifying brokers and employees will enjoy four days and three nights at one of the Caribbean’s most exclusive resort properties located on the beautiful island of Puerto Rico.

To qualify they must sell \$700,000 of new, annualized premiums with a minimum of five new cases with effective dates of July 1 through December 31, 2009. For those who sell \$1,500,000 or more of new annualized premiums with a minimum of five new cases during the same time period, will receive an additional prize package for two.

“With over half of our attendees now qualifying for multiple years, we have all begun to look forward to coming together again each year. The Broker representation from coast to coast on this trip solidifies our vision to support Brokers in efficiently selling group benefits nationwide,” commented [Michael Gomes](#), BenefitMall’s Executive Vice President.

**About BenefitMall**

[BenefitMall](#) is the complete Broker services company providing products, services and tools to make selling employee benefits to small businesses more efficient. Headquartered in Dallas, Texas and in business for 30 years, BenefitMall is the nation’s largest general agency

**BenefitMall Press Release**

**Page Two**

offering sales support in 33 U.S. markets serving 11 states. Selling more than \$3 million in new premiums per day through a national network of more than 15,000 independent registered Brokers, BenefitMall offers thousands of plans from more than 125 leading insurance carriers. Additionally, BenefitMall has divisions representing many individual, stop-loss and senior products throughout the U.S. With more than 175,000 in-force groups, BenefitMall supports nearly two million employees and their dependents. For more information, please visit our [website](#).

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