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BenefitMall Appoints New Vice President of Operations to Oversee Mid-Atlantic Region

(Dallas – June 22, 2009) [BenefitMall](#), the nation’s leading broker services company, announced the addition of a new Vice President of Operations to oversee the business development and support of their Mid-Atlantic region.

David Mosier, BenefitMall’s newly appointed Vice President of Operations, brings over 20 years of leadership experience to the BenefitMall Team. Mosier was previously the President of Administration and Chief Financial Officer for Kelly & Associates Insurance Group, Inc. During his 15-year tenure there, he led projects to re-engineer the company’s system database and organization workflow. He also served as a corporate officer on the board in the capacity of Chief Financial Officer, Treasurer and Compliance Officer.

As BenefitMall’s Vice President of Operations, Mosier will be responsible for working directly with the Executive Management Team to establish long-range goals, strategies, plans and policies. [Bernard DiFiore](#), President and CEO of BenefitMall commented, “David will allow us to continue our expansion of products and services in the Mid-Atlantic region and throughout the country. The depth of his experience combined with our teams’ excellent service model will position our company as the dominant General Agency in the United States.”

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 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 100 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

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nearly two million employees and their dependents. For more information, please visit our [website](#).

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