

Merger could benefit everyone in the region

New company, called AIS Benefit Concepts LLC,
creates region's 6th largest locally headquartered
independent group benefit insurance agency

Louisville, KY. On March 5, 2007, Associated Insurance Service, Inc. and Benefit Concepts and Communications, Inc. completed their merger that combines AIS's property & casualty expertise and group benefits leadership with Benefit Concepts' unique HROI™ approach to employee benefit insurance and individual health insurance plans.

"This is an exciting time for us and our clients" said David Walker, CEO of Associated Insurance Service, Inc. "We wanted to expand our offering of group benefits to regional businesses in order to create a 'one-stop-shop' for all business and personal insurance needs. AIS Benefit Concepts, LLC will capitalize on both companies' strengths and continue to offer innovative approaches and products that help companies better manage their employee benefit programs."

The combined operations of both companies will have premium volume in excess of \$60 million with 33 total employees, seven of whom will be devoted solely to employer group benefits and individual health plans. In addition to benefit plans, AIS Benefit Concepts, LLC will provide clients a broad range of HR consulting services, payroll solutions, benefits software and leading edge technology for Pharmacy Benefit audits through their partners.

"We wanted a partner that would allow us to expand into other markets and compete against the national groups," said Michael Dees, co-founder and president of Benefit Concepts and Communication, who will lead AIS Benefit Concepts, LLC. "We are fully committed to being the industry leader with our unique approach to building benefit plans, our experience with the wide array of self-funding and even alternative funding health plans, our exceptional customer service and by providing added value to the HR function."

AIS Benefit Concepts, LLC occupies 4,000 square feet in the new Associated Insurance Service, Inc. corporate headquarters located on Magisterial Drive in the Eastpoint Business Center.

About Associated Insurance Service

Associated Insurance Service, Inc. is a large regional independent insurance agency that has been providing individuals and businesses with comprehensive insurance and risk management services on a regional and national basis since 1955. AIS is contracted with more than 20 of the most widely known and financially stable insurance companies.

About Benefit Concepts and Communications, Inc.

Benefits Concepts and Communications, Inc. has provided unparalleled employee benefit insurance and financial planning services to clients across the Midwest for more than 10 years.

Media Contact: David Walker, (502) 241-7072, dwalker@aisrisk.com
Michael Dees, (502) 897-9233, mdees@benefitconcept.com

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