



# NEWS

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## Security Service Investment Group Selects LifeHelp To Provide Member Life Insurance Programs

**REDDING, CA, June 24, 2004** - Security Service Investment group (SSIG) has chosen LifeHelp Insurance Administrative Services (LifeHelp) to provide turnkey Term Life Insurance solutions for its members. SSIG is a Registered Investment Advisor and a Licensed Insurance Agency and is a wholly owned subsidiary of Security Service Federal Credit Union.

LifeHelp's Term Life Insurance solutions allow SSIG to provide Security Service FCU members choices for the protection they need for their families from a broad range of affordable options. The programs include Group Term Life insurance underwritten by New York Life Insurance Company and Individual Term Life offered through Insurance Central® featuring a portfolio of leading insurance carriers. The products are offered through a variety of direct marketing channels including direct mail, Internet and a toll-free call center.

"We believe LifeHelp and its partners bring a strong level of expertise and commitment to life insurance and credit unions that is well recognized in the industry," said Joseph B. James III, CFP®, manager, SSIG. "This is the next step in providing our members with a complete range of financial services that assist them with sound financial planning options."

"SSIG's selection of LifeHelp validates the strength of our programs and leadership in bringing the best life insurance partners and products to the credit union market," said Henry Cuenca, LifeHelp's Chairman.

Security Service FCU is the largest credit union in San Antonio and 10th largest in the nation with over \$3 billion in assets and more than 500,000 members. The credit union has built a reputation of strength, stability, and convenience by offering its members financial soundness, unmatched hours of service and competitive financial products and services. Security Service has 22 locations in the San Antonio area and six facilities in Colorado.

LifeHelp Insurance Administrative Services, founded in 1972 to service the credit union industry, has evolved into a nationwide, full-service third party administrator for life and health insurance products. Licensed in all required states, LifeHelp has committed its expertise to being the leading provider of life insurance solutions to the credit union marketplace.

For More Information Contact:

**LifeHelp Insurance Administrative Services**  
(800) 345-4543

LifeHelp Insurance Administrative Services  
PO Box 991850 • Redding, CA 96099-1850 • [www.lifehelp.com](http://www.lifehelp.com)  
530-223-7700 • 800-345-4543 • Fax 530-223-7712