



**NEWS**  
FOR IMMEDIATE RELEASE



## **LifeHelp and Insurance Central Agree to Offer Individual Term Life Insurance Services to Credit Union Market**

**REDDING, CA, July 15, 2004** - LifeHelp Insurance Administrative Services (LifeHelp) announced today an agreement with Insurance Central to market their individual term life insurance program to the credit union marketplace. Insurance Central's unique program focuses on inviting credit union members to call a licensed representative at Insurance Central to confidentially discuss their term life insurance needs.

Insurance Central's turnkey e-commerce system enables credit union members to successfully run online quotes to compare rates on term life insurance plans from highly rated life insurance companies, and find the policy and the savings they need, with no pressure and no obligation.

"Insurance Central offers technology, sales and marketing support, and case processing services not often available to credit unions and their members. Insurance Central helps credit unions operate profitable life insurance programs while simplifying the insurance purchase process and strengthening member relationships," John Ritchie, Insurance Central's president, said.

Henry Cuenca, LifeHelp's Chairman, said the agreement represents an important step in LifeHelp's ongoing strategy of bringing greater value to credit unions and their members by offering a complete line of life insurance solutions.

"Insurance Central gives LifeHelp the ability to make available to credit unions and their members, fully underwritten individual term life insurance coverage from \$150,000 to \$10 million. This complements our existing life insurance programs and gives credit union members greater options in choosing the coverage they need to protect their families."

Insurance Central is a full-service insurance products marketplace developed specifically to serve financial institutions and other affinity groups. Insurance Central provides its clients turnkey access to the marketing, sales, and administrative support they need to successfully deliver a variety of competitive products to their members. Insurance Central's processes are designed to preserve the relationship between clients of Insurance Central and their members.

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