

Word & Brown[®]

General Agency

Service of Unequaled Excellence

FOR IMMEDIATE RELEASE

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Word & Brown General Agency and California Long-Term Care Team Up to Distribute New Asset Protection Programs Through Licensed Brokers

New Relationship Expands Offerings to Employers in California and Nevada

ORANGE, CA – August 17, 2010 — The Word & Brown General Agency (www.wordandbrown.com), and California Long Term Care Insurance Services, Inc. (www.californialongtermcare.com), have joined forces to offer long-term care to employers in California and Nevada, through licensed brokers.

For nearly 30 years, the Word & Brown General Agency has worked with premier health plans to offer brokers comprehensive product portfolios, innovative sales tools and cutting edge quoting systems so they can provide quality benefit solutions to their clients.

Long-term care provides ongoing assistance with medical services that may not be completely covered by other employee benefits. This new relationship will give health and life insurance brokers an expanded opportunity to offer long-term care programs and information to their clients.

California Long Term Care Insurance Services, Inc., one of California's largest long-term care insurance brokerages offers brokers expert assistance in long-term care solutions. Brokers are given the ability and motivation to custom-tailor a plan to a client's individual needs by offering coverage from national carriers, all rated A with AM Best.

"Our group of long term care insurance specialists is as knowledgeable a group as there is in the United States," said Louis H. Brownstone, Chairman of California Long Term Care and the National LTC Network. "They will bring unique value to the Word & Brown package of employee benefits."

"We pursued this relationship because our clients are requesting we provide long-term care expertise," said James W. Greth, President of Word & Brown General Agency. "We are the first major employee benefits broker in California to give employers professional long-term care advice."

About the Word & Brown® General Agency

The Word & Brown® General Agency, a Word & Brown company based in Orange, California, is the nation's leader in developing and distributing health benefit plan models and solutions to individuals and families, and employers, through licensed brokers.

Word & Brown General Agency has worked with premier health plans for nearly 30 years, offering a comprehensive product portfolio and innovative sales tools and quoting systems so brokers can provide quality benefits solutions to clients.

Visit www.wordandbrown.com for more information.

About California Long Term Care Insurance Services, Inc.

California Long Term Care Insurance Services, Inc. has become California's largest independent long-term care insurance brokerage, with offices in Northern and Southern California. The organization is run by five professionals who together have over 100 years of exclusive long-term care insurance experience, and have sold more than \$40,000,000 of long-term care insurance premiums.

The brokerage has appointed agents statewide. Most of these agents have had many years of long-term care insurance experience, and as a group, they are among the most highly trained in the industry. They represent many of the top long-term care insurance companies and have an enviable reputation in the long-term care industry.

Visit www.californialongtermcare.com for more information

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