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## **Vertafore Benefits Changes Name to AMS Benefits**

### *New Identity Leverages Strength of AMS Services*

**Bothell, WA, March 16, 2006** — Vertafore Benefits, a leading provider of software and automation services for employee benefits brokers, today announced that it has changed its name to AMS Benefits™, effective immediately. The new name builds on the strength of the well-known and nationally recognized AMS Services brand and its leadership position in the insurance industry.

AMS Benefits will continue to offer its two state-of-the-art software applications — AgencyCenter and BenefitsCenter. Both products were introduced in 2004 and have been adopted by hundreds of brokers supporting more than 100,000 cumulative clients. AgencyCenter is a Web-based agency management system that helps brokers streamline and automate their sales, marketing, implementation, policy management and renewal processes. BenefitsCenter provides automated benefits administration solutions using portals for brokers, employers and employees.

“We added more than 200 agency clients last year, a real testament to our commitment to delivering high-quality solutions that meet market needs,” said S. Stuart Spector, general manager of AMS Benefits. “The AMS brand is synonymous with advanced technology and exceptional quality. Consolidating the company under one brand will allow us to leverage the outstanding success of AMS Services while introducing our products to a wider audience.”

Over the past 30 years, AMS Services has developed into one of the insurance industry’s leading providers of innovative software products and services for independent agents, brokers, carriers, banks, managing general agents and other distributors of insurance and financial services.

"We fully embrace Vertafore Benefits' decision to change its name and believe it makes terrific business sense," says Elaine Lewis, MIS director with Gleason Inc., a PA-based diversified insurance, financial and technology company that has adopted Vertafore Benefits' technology solutions for its agency. "The AMS name is among the most respected and trusted in the insurance industry and we look forward to working with the entire AMS family moving forward."

"This is an ideal time to introduce all of AMS' products and services to property and casualty brokers as well as employee benefit brokers," said Euan Menzies, president and CEO of AMS Services. "AMS is clearly well positioned to be the primary supplier of software solutions throughout the insurance industry. We remain committed to provide high-quality, technology applications and outstanding service to our customers."

### **About AMS Benefits**

AMS Benefits is a division of Vertafore, Inc., the leading provider of specialized software services and information for the property and casualty insurance industry. AMS Benefits AgencyCenter application offers employee benefits brokers and agencies a Web-based workflow management system for managing sales, implementation, commission tracking, policy management and renewal processes. The broker-centric BenefitsCenter application provides automated benefits administration solutions with portals for brokers, employers and employees.

### **About AMS Services**

AMS is dedicated to helping independent property and casualty insurance agencies achieve maximum performance and operational efficiency. The company offers a comprehensive, insurance-specific solution for managing critical business activities, including agency management, rating, benefits, performance management and carrier connectivity. With more than 150,000 users in over 15,000 agencies, as well as 300 carrier partners, AMS is a proven market leader providing the strategy and scalability to help independent agencies excel now and in the future.

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