

For Immediate Release

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**Vertafore Benefits Hires Craig McDonald  
As Northeast Regional Sales Consultant**

TAMPA, FL, January 12, 2006 – Vertafore Benefits, a leading provider of software and automation services for employee benefits brokers and agencies, announced today that Craig McDonald has joined as Northeast Regional Sales Consultant. The appointment follows a highly successful year in which Vertafore Benefits introduced its two main software applications – BenefitsCenter and AgencyCenter – into the marketplace.

In his role, McDonald will have overall responsibility for leading Vertafore Benefits’ sales and business initiatives of BenefitsCenter and AgencyCenter throughout New England as well as New York, New Jersey, Pennsylvania and Delaware. Prior to joining Vertafore Benefits, McDonald served as a business analyst with Corporate Synergies, Inc., where he implemented and administered its web-based benefits application. During the past 12 years, he also held sales and management positions with Comm5 Web Systems, Aetna, and other organizations.

“We are very excited that Craig has come on board in this very important role,” said S. Stuart Spector, general manager of Vertafore Benefits. “Since launching them last year, BenefitsCenter and AgencyCenter have been a huge success, with hundreds of benefits brokers and employers now using these applications. Craig brings with him extensive sales experience and we look forward to him making significant contributions to our continued growth.”

McDonald earned a B.A. degree in communications from Lincoln University in Oxford, PA. He also served in the U.S. Marine Corps from 1982 to 1990.

## **About Vertafore Benefits**

Vertafore Benefits ([www.vertaforebenefits.com](http://www.vertaforebenefits.com)) is a division of Vertafore, Inc., a company with over 30 years experience in agency automation software servicing over 15,000 agencies and 100,000 end users. Vertafore 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 helps agencies manage relationships with clients, carriers, employees, and partners as well as all financial and operational aspects of their business.