



VERTAFORE™

Vertafore, Inc.
11831 N. Creek Parkway
North, Suite 200
Bothell, WA 98011-8247
TEL +1 425.402.1000
FAX +1 425.354.6330
www.vertafore.com

For Immediate Release

CONTACT: Nanci Taplett
AMS Services
425.354.6187
ntaplett@amsworld.com

Vertafore Completes Acquisition of BenefitPoint *Acquisition Combines Product Leadership and Organizational Depth*

Bothell, Wash. — September 12, 2006 — Vertafore, Inc., a leading provider of specialized software solutions for the insurance industry, today announced it has completed the acquisition of BenefitPoint®, a leading San Francisco, California based provider of software solutions to benefits agencies. The combination of the industry's leading product, BenefitPoint's Aptus, with the financial strength and stability of Vertafore will create a leading alternative for benefits agencies that are seeking to improve their efficiency and revenue growth through better agency management and collaboration with health plans and insurance carriers.

BenefitPoint's Aptus, the benefits industry's leading customer relationship management (CRM) and procurement software platform, makes it easier for professionals to buy, sell and manage benefits. With Aptus, brokers, consultants and carriers can expand business opportunities, increase operational efficiency and deliver higher quality information and services to both employers and employees. Aptus is currently in use by over 400 brokerage and consulting offices which manage 60,000 employer clients with over 45 million lives and approximately \$105 billion in annual premiums. In addition, over 400 carrier organizations use BenefitPoint to access broker and consultant proposals and renewal requests. Among BenefitPoint's customers are leading brokerage and consulting firms ABD Insurance & Financial Services, Banc of America Corporate Insurance Agency, Gallagher Benefit Services, Inc., Lockton Benefits and Mercer Health & Benefits, as well as leading carriers Health Net, Kaiser Permanente, Medco Health, Symetra Financial and UnumProvident

"We are confident that both carriers and agents will benefit greatly from the combination of AMS Benefits and BenefitPoint," said Christina Nelson, president of Vertafore Specialty Markets. "The expanded team, deeper domain knowledge and product leadership resulting from this combination will provide greater value and faster innovation to the industry."

-more-

"We are very confident that the combination of Vertafore and BenefitPoint will help the industry improve its efficiency and its ability to effectively service customers," said Kurt M. de Grosz, president and co-founder of BenefitPoint.

AMS Benefits, AMS Services' benefits division, will be incorporated into BenefitPoint. BenefitPoint will operate as a wholly-owned subsidiary and as part of the recently announced Vertafore Specialty Markets Division. The new division will aggressively drive benefits market opportunities by expanding benefits agency management, content and administration solutions across the industry. The combination of AMS Benefits and BenefitPoint will provide customers with more rapid product innovation and a reliable solution provider that supports their business growth.

About Vertafore, Inc.

Vertafore is a leading provider of specialized software services and information for the insurance industry, delivering solutions to facilitate independent agent productivity and carrier/agent connectivity. Vertafore's principal operating entities are AMS Services, SilverPlume[®], Custom Insurance Solutions and others. AMS provides agency software and services to over 15,000 independent insurance agencies. CIS develops and markets software solutions specifically designed for wholesale insurance brokers and managing general agents. SilverPlume is the industry's leading aggregator of insurance reference content for risk analysis and underwriting support. For more information on Vertafore and its operating entities, please visit www.vertafore.com.

###

AMS, AMS Benefits, SilverPlume and Vertafore are trademarks of Vertafore, Inc.