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For Immediate Release

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Vertafore Establishes Specialty Markets Division *New Division Expands Focus on Complementary Markets*

Bothell, Wash. — August 29, 2006 — Vertafore, Inc., a leading provider of specialized software solutions for the insurance industry, today announced the formation of the Specialty Markets division. This new division will be responsible for directing the existing AMS Benefits and Silverplume businesses as well as for other complementary business opportunities. BenefitPoint®, which Vertafore has signed a definitive agreement to acquire, will also become part of the Specialty Markets division after the acquisition closes. The Specialty Markets division will be headquartered in Boulder, Colorado and will be headed by Christina Nelson, SilverPlume's current president.

"As we look to increase our pace of investment into complementary markets, it is critical not only that we identify attractive opportunities but that we also execute our plans with vigor and precision," said Euan Menzies, president and CEO of Vertafore. "I am extremely confident that Christina and her team will apply the same focus and energy to these new opportunities that we have seen at SilverPlume. I am also certain we will make substantial strides within a relatively short period of time."

AMS Benefits provides a suite of Web-based solutions that streamlines and automates employee benefits for firms of all sizes. These solutions offer both employee benefits brokers and agencies a web-based, workflow management system for managing sales, implementation, commission tracking, policy management and renewal processes as well as a broker-centric application that provides online benefit plan administration tools.

SilverPlume is the industry's leading aggregator of insurance reference content for risk analysis and underwriting support. SilverPlume's Sage Benefits & HR is an extensive online library of searchable reference information on benefits and human resources content.

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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.

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