

AIMS Changes Name to AIMS Benefit Solutions, Expands Insurance Offerings

MONTGOMERY, AL, October 2009 – American Insurance Marketing Services, Inc. (AIMS) today announced that it has changed its name to AIMS Benefit Solutions. The name change reflects the expansion of the company’s marketing efforts from a sole focus on long term care insurance (LTCi) to multiple product offerings ranging from traditional worksite products to senior products. “Since we are extending our success in LTCi marketing to other areas in the industry, we felt that the term ‘Benefit Solutions’ was an apt signifier of our updated portfolio,” said Steve Dozier, president of AIMS.

AIMS is retaining its existing business model of separate divisions with specialized focus to serve their agents’ needs. “In our 21 years of business, we have produced more than \$300 million of LTCi premium through exclusive relationships, first with AEGON and currently with Great American Life Insurance Company[®], and we are one of the largest organizations of this type in the United States,” he said. The company offers coverage for individuals, and, additionally, offers specially designed products with unique features, such as limited underwriting and premium discounts, to associations and employer groups.

“While we have changed our name, we have not changed our agent-friendly way of doing business. Our goal is to continue our tradition of providing unsurpassed service to insurance agents. In fact, our mission is to be the **‘One Call, One Source, One Solution’** for agents as they strive to meet their clients’ insurance needs.”

In order to carry out its mission of far-reaching customer service to agents, AIMS is organized in a way that facilitates the selling process from start to finish. The company handles licensing, training, support, and material development, and provides innovative products for agents when they join the AIMS team. Dozier believes that the agents have been the biggest factor in the success of AIMS, “and the most prominent characteristic of our organization, the common thread throughout the decades, has been the service that we provide to those agents. We believe that helping them focus on doing what they do best, and leaving marketing support and administrative issues to us, will ultimately make them even more successful. Together we will continue to set the standard of excellence in the industry for years to come.”

To learn more about AIMS Benefit Solutions, call Marketing at 800-325-9876. To reflect its expansion into other markets, AIMS is currently developing a new website. The new web address is <http://www.aimsbenefits.com> and will be complete sometime in October.