

## **Futurity First Acquires BHC Marketing**

### *National Insurance Distributor Expands Platform with Addition of Leading Independent Marketing Organization*

Rocky Hill, CT and The Woodlands, TX, September 27, 2010 Futurity First Financial Corporation ("Futurity First"), a nationwide insurance distribution organization, today announced the acquisition of BHC Marketing, Ltd. ("BHC"), an independent insurance marketing organization.

This transaction expands Futurity First's platform by adding an independent distribution channel focused on retirement and insurance solutions. Since its founding in 1988, BHC has provided a competitive insurance portfolio and innovative support services to its client base of independent producers.

"We are pleased to welcome the BHC team to our company," said Michael Kalen, CEO of Futurity First. "BHC's expertise in the independent insurance industry and leading distribution capabilities will complement our existing agent network. The addition of BHC to the Futurity First family strengthens our strategy to meet the insurance, savings and income needs of retirement-minded Americans."

Shelby Smith, BHC's President, will continue to lead BHC's operations and will join Futurity First's executive management team. "We are honored to become part of Futurity First and look forward to benefiting from the firm's broad range of client-centric services," said Mr. Smith. "This partnership will support the continued growth of our business and enhance the value-added assistance we offer to our producer-clients."

Terms of the transaction were not disclosed.

#### **About Futurity First Insurance Group**

Futurity First Financial Corporation is the parent company of Futurity First Insurance Group, Inc., an independent, nationwide insurance distribution organization specializing in retirement income and insurance protection solutions from leading insurance companies.

#### **About BHC Marketing**

Founded in 1988, BHC Marketing is an independent national insurance marketing organization headquartered in The Woodlands, Texas, a suburb of Houston. BHC's top-ranked portfolio of Annuities is carefully selected to meet the needs of the most discerning producers and their clients.

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