

## **Futurity First Acquires Dressander & Associates**

### ***National Insurance Distributor Enhances Annuity Distribution Platform***

Rocky Hill, CT and Naperville, IL, December 13, 2010 Futurity First Financial Corporation (“Futurity First”), a nationwide insurance distribution organization, today announced the acquisition of Dressander & Associates, Inc. (“Dressander & Associates”), an independent annuity and life insurance marketing organization.

This transaction strengthens Futurity First’s platform with the addition of an independent distribution channel specializing in retirement-oriented annuities. Following the acquisition, the Futurity First group of companies will be one of the largest distributors of fixed annuities in the US.

“We are pleased to welcome the Dressander & Associates team to Futurity First,” said Michael Kalen, CEO of Futurity First. “Dressander and Associates’s expertise in annuity products, marketing and training for independent brokers will complement our existing agent network and our recent acquisition of BHC Marketing, Ltd. (“BHC Marketing”). Our overarching goal is to build upon our platform to meet the insurance, savings and income needs of retirement-minded Americans.”

Mike and Cameron Dressander will continue to lead Dressander & Associates’s operations and will join Futurity First’s executive management team. “We are excited to become part of Futurity First and look forward to continuing our rich history of agent-centric marketing programs and collaborating with the network of Futurity First companies to enhance our services and platform,” said Mike Dressander, President of Dressander & Associates.

Dressander & Associates, BHC Marketing and Futurity First’s career system will operate as separate businesses, each serving the needs of their respective markets. “We believe that agents require choice and having multiple access points to our company will serve all of us well,” Kalen said. “Mike and Cam and their well respected team bring new talents to our company and we look forward to continuing to strengthen our offering to all of our agents.”

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 for the middle market. Through its career agency force and independent agents Futurity First offers a portfolio of highly rated life, health, long-term care and annuity products underwritten by nationally recognized carriers.

#### **About Dressander & Associates, Inc.**

Founded 30 years ago, Dressander & Associates is an independent marketing organization based in Naperville, IL. Built specifically for agents in the Annuity & Life arena, Dressander and Associates's product, marketing and training platform is geared towards meeting the needs of highly successful producers and their clients.

**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 Marketing'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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