

PRESS RELEASE

Peter Lahaie Joins Futurity First Insurance Group as Chief Financial Officer

Rocky Hill, CT (March 14, 2011) Futurity First Insurance Group, an independent nationwide insurance distribution organization that focuses on the pre-retirement and retirement markets, announced the appointment of Peter Lahaie, ChFC, CPA, as Chief Financial Officer of the organization. Lahaie will have responsibility for financial operations across the Futurity First companies.

A resident of Hopkinton, MA, Lahaie has over 20 years of experience in supporting insurance and investment distribution organizations. Most recently, he served as CFO for MassMutual's broker/dealers and has held senior financial positions at Fidelity Investments and New England Securities. Lahaie also has a background in public accounting with Coopers and Lybrand (PwC) and has earned his advanced educational designations, the Chartered Financial Consultant (ChFC) and Certified Public Accountant (CPA).

"It's with great pleasure that I welcome Peter to Futurity First," said Michael Kalen, CEO of Futurity First Insurance Group. "His extensive financial background and keen understanding of our industry will contribute to the continued growth and success of our organization."

About Futurity First Insurance Group (www.futurityfirst.com)

Based on Rocky Hill, CT, Futurity First Insurance Group, Inc. is an independent, nationwide insurance distribution specializing in retirement income and insurance protection solutions from leading insurance companies.

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