

Futurity First Insurance Group Selects ProEquities, Inc. as its Affiliated Broker-Dealer

Rocky Hill, CT (January 31, 2011) Futurity First Insurance Group, an independent nationwide insurance distribution organization that focuses on the pre-retirement and retirement markets, has selected Pro Equities, Inc. as its affiliated broker-dealer to offer investment products and services, announced Michael Kalen, CEO of Futurity First.

“We are pleased to work with ProEquities as our broker-dealer,” comments Kalen. “Their program offers a full range of securities products including variable life insurance, variable annuities, and mutual funds which will allow our advisors to deepen and strengthen their customer relationships, especially those who are in retirement or nearing retirement.”

Futurity First chose ProEquities because of the competitive product line, state-of-the-art technology platform, personalized support services, and a culture of building strong relationships. Product offerings include over 5000 mutual funds, a competitive line of variable annuity and variable life insurance products from top carriers, as well as excellent advisory service programs, and outstanding customer service.

“We are excited to provide our broker-dealer platform to the Futurity First agents to enhance their outstanding insurance-based product lineup,” adds Mike Mungenast, President, ProEquities.

The addition of ProEquities to the Futurity First platform is part of the company’s long-term growth strategy. Launched in 2008, Futurity First’s primary focus was to establish its core independent, community-based branches across the country and build a “best-in-class” insurance, annuity, health and long term care portfolio from leading carriers. In 2010, the company added multiple access points for brokers and advisors nationally through the acquisition of two leading independent marketing organizations, BHC Marketing and Dressander & Associates.

“Now is an excellent time to continue to enhance what we offer our agents and brokers. With ProEquities, we have a market leading broker-dealer capability to augment our platform. We think we offer one of the most compelling propositions for advisors working in pre-retirement and retirement markets,” Kalen explains.

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

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

About ProEquities, Inc. (www.proequities.com)

Based in Birmingham, AL, ProEquities, Inc. is a service and growth-oriented broker-dealer founded in 1985 for independent registered representatives and financial advisors throughout the 50 states. ProEquities focuses on serving the financial advisor who seeks a true partnership with an organization that can assist an advisor with a highly competitive product line and personalized service and support capabilities. ProEquities, Inc. is a registered broker-dealer and member of FINRA and SIPC.

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