



Merger Announced between Partners Advantage and Innovative Partners

Colton, California – February 1, 2011—Partners Advantage Insurance Services, LLC, announced a merger with Innovative Partners, an insurance marketing organization based in Costa Mesa, California. All Partners Advantage insurance products, compensation and business building resources are now available to Innovative Partners agents.

Jim Lehmann, president of the Innovative Partners said “**Partners Advantage Insurance Services** brings a high degree of **professionalism, accessibility, integrity and strength** to our producers and to the entire insurance Industry. We are very excited about this great opportunity!”

The products of more than 50 of the nation’s top insurance companies will be available to the agents through Partners Advantage. Full access to the Partners Advantage agent website offers information on rates, product comparisons, forms, quotes, and online support at www.partnersadvantage.com.

In addition, seven staff members from Innovative Partners will join the Partners Advantage management, sales and service teams.

“Partners Advantage has a long and very positive relationship with Jim Lehmann and his company. We warmly welcome them to Partners Advantage - they are a great addition to our team.” said Scott Tietz, President & CEO.

Innovative Partners is among many companies which have entered into a merger or strategic alliance with Partner Advantage, which is one of fastest growing insurance marketing organizations in the country.

About Partners Advantage Insurance Services

Partners Advantage Insurance Services, LLC, is an independent national insurance marketing organization with 80 associates located in offices across the country. The company is a one-stop brokerage shop for licensed agents and agencies throughout the United States who sell annuities, life insurance, and health insurance. Partners Advantage also offers specific expertise in the advanced case marketplace, broker-dealer services for registered representatives, top-tier technology, and unique lead and agency-building programs. Partners Advantage is open 12 hours each business day from 7 a.m. to 7 p.m. Central to serve producers and agencies throughout the country. For more information about the Partners Advantage visit their web site at www.partnersadvantage.com.

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