



For Immediate Release

Partners Advantage Reports Impressive Growth and Expands to New Headquarters

Riverside, CA (April 25, 2012) – In today's economy it has been difficult for companies to survive, much less thrive. In just the past five years, a challenging economy and competitive pressures have led a number of independent insurance marketing organizations (IMO) to close, merge or sell. During this period, Partners Advantage Insurance Services has continued to experience strong growth and expand its sales, staff and services. The privately-held company has seen its revenues grow by 600 percent over the past five years.

As a result of its continued growth, Partners Advantage Insurance Services has relocated its headquarters to a new and larger facility in Riverside, California. The move was precipitated by the company's growth and the desire to consolidate the operations of three California offices under one roof. The location also provides additional space for the company to enhance its services and training opportunities for the agencies and financial professionals it serves throughout the country.

"Having all of our California employees working together as a team, under one roof, will allow us to further improve the services we provide to help financial professionals grow their business," stated Partners Advantage President & CEO Scott Tietz. "We are very excited about the steady, positive trajectory of our company."

In addition to strategies that have yielded significant organic growth throughout the company, a key component of its success has resulted in a mergers and acquisitions strategy that led to six successful mergers and acquisitions during the past five years. Utilizing this experience, Tietz authored a new book entitled *Mergers & Acquisitions 101: What All Independent Marketing Organizations Need to Consider to Survive and Thrive in Today's Changing Landscape*. The book is focused on providing guidance to others in the industry who are considering their options.

Partners Advantage also has offices in Sioux City, Iowa and Palm Beach, Florida, which allow the company to have an expanded national presence and keep its support lines open 12 hours each business day from 7 a.m. to 7 p.m. Central.

About Partners Advantage Insurance Services

Partners Advantage Insurance Services, LLC, is an independent national insurance marketing organization with more than 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, RIA and broker-dealer services for registered representatives, top-tier technology, and unique lead and agency-building programs. For more information about Partners Advantage, visit their web site at www.partnersadvantage.com.

ADR-396

Media Contact:
Peggy Porter
801-938-5360
peggy.porter@iigsolutions.com