



For Immediate Release

Bruce Wing Joins Partners Advantage as Senior Vice President of Life Insurance Sales

Insurance and financial services veteran, Bruce Wing has been named to lead life insurance sales and distribution at Partners Advantage Insurance Services, LLC.

Colton, CA (December 30, 2010) – Partners Advantage Insurance Services, LLC is pleased to announce that life insurance industry veteran Bruce Wing, CLU, ChFC, has joined their leadership team as the Senior Vice President for Life Insurance Sales and Distribution. Wing has more than 20 years experience in the life insurance and financial services industry. In his position as senior vice president he will provide executive leadership for the independent life agent channel at Partners Advantage.

Wing has been a member of the leadership team at several insurance companies including Transamerica, Jackson National and Old Mutual Financial Network. He is an expert on life insurance products and is a popular speaker on their use in personal, business and estate tax planning.

“I’m very pleased to join Partners Advantage, which is an exceptional organization with a great visionary team,” said Bruce Wing. “I’ve had the good fortune of knowing their corporate leaders for quite some time and they are leading the way by providing cutting-edge resources for independent life insurance professionals and financial advisors.”

As a leading independent national insurance marketing organization, Partners Advantage is pleased to enhance their commitment to the insurance professionals and registered representatives they serve by adding another highly experienced employee to their dedicated staff of 80 associates.

“Bruce Wing is well recognized and respected for his product expertise and industry leadership,” said Partners Advantage President and CEO Scott Tietz. “He will be a strong leader for our experienced Life Express Team.

Partners Advantage represents more than 50 of the nation’s top insurance companies and provides a strong suite of services for producers, including top-tier technology, case design, and advanced markets expertise. The company also provides many exclusive insurance sales tools and training programs.

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 Partners Advantage, visit their web site at www.partnersadvantage.com.

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