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**Strategic Alliance between Partners Advantage and Gorilla Insurance Marketing:
More Opportunity for More Agents**

Fargo, North Dakota - March 31, 2009 – Partners Advantage Insurance Services, LLC, announced today that a strategic alliance with Gorilla Insurance Marketing was launched. All Partners Advantage insurance products, compensation and business building resources are now available to Gorilla Insurance Marketing agents.

Danette L. Kennedy, president of Waukee, Iowa-based Gorilla Insurance Marketing said that after working closely with the team at Partners Advantage for more than seven years, this strategic alliance joins the advanced tools, training and industry expertise of Partners Advantage and Gorilla Insurance – providing the resources she wants insurance professionals to have.

“Partners Advantage has the same values of trust, integrity and outstanding customer service behind everything they do,” Kennedy said. “With those values as the foundation and new, incredibly enhanced tools and resources available to insurance professionals, I can’t image a more powerful opportunity.”

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

“We warmly welcome Gorilla Insurance Marketing agents to our team and graciously extend our commitment to bringing independent agents, agencies and broker-dealers the best resources in the country,” said Brian D. Mann, Executive Vice President and Chief Marketing Officer.

Partners Advantage serves over 20,000 licensed insurance agents, financial advisors and broker-dealers throughout the nation. The company has nearly 60 seasoned life, annuity and health professionals in seven offices across the nation, located in six states: California, North Dakota, Utah, Iowa, Minnesota and Florida.

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