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THIRD PARTY MARKETERS ASSOCIATION LAUNCHES HEALTH INSURANCE PROGRAM

Association Aims to Make Healthcare More Affordable for Small 3PM Firms

PRINCETON JUNCTION, NJ – September 2, 2008 – The Third Party Marketers Association, Inc. (“3PM”), a professional association with more than 60 member organizations that assist in increasing institutional assets for their diverse following of investment manager clients, has announced the launch of a health insurance program designed to suit the needs of employees of third party marketing firms.

The 3PM Health Plans provide members, employees, and families with comprehensive major medical insurance coverage through Affinity Health Plans, a division of JLBG Health. Practically unheard of in the 3PM industry, these plans also covers a firm’s 1099 contractor employees. 3PM Health Plans will provide members with multiple plans and an extensive network of national providers (over 750,000) to choose from. The program provides coverage through preferred provider organizations (PPOs) and health savings accounts. Members can utilize the TeleExpress Member Enrollment to build a health plan and enroll in as little as 15 minutes and be approved in as little as 24 hours. More information on the plan is available at www.3PMhealthplans.com.

“Some of 3PM’s members are self-employed while others pay considerable premiums because their firms are so small. We also have several members who have employees located in different states, which further complicates the equation.” said Donna DiMaria, President of 3PM. “This plan offers our members the greatest flexibility since they are given a choice of providers and are able to purchase only the benefits they need. We’re excited to be able to now offer this valuable benefit to our members.”

“JLBG Health is excited about the opportunity to provide 3PM members access to quality and affordable major medical insurance in today’s ever changing marketplace,” said James W. Barnes, Executive Vice President of JLBG Health.

Since the formation in 1998 of the third party marketing industry's first-ever trade association, the goals of 3PM have been to provide business and networking opportunities, educate members about the financial services industry and enhance current standards and business practices among third party marketers worldwide.

For more information about 3PM, the new health insurance program, or their upcoming Annual Conference, please visit www.3PM.org or contact Barbara Swanda at info@3PM.org.

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About Third Party Marketers Association, Inc. (3PM)

3PM is a professional association with more than 60 member organizations that assist in increasing institutional assets for their diverse following of investment manager clients. The organization's goals are to cultivate relationships and business opportunities among members and to provide information and education about the industry. In addition, 3PM also aims to enhance professional standards and integrity by advancing best practices throughout the financial services industry. More information is available at www.3PM.org.

About JLBG Health

JLBG Health-Affinity Health Plans is a national provider of affinity health solutions and services designed to bring greater access to affordable health insurance to association members. JLBG's strengths are built on providing flexible and affordable health benefits while offering unique administration and private label affinity services. JLBG Health serves over 300 national association groups, with access to 7 million association members and 150,000 individual clients nationwide. JLBG Health has been specializing in health insurance plans for more than 35 years and is recognized nationally as a leader in the health insurance marketplace.

For more information on JLBG Health, visit the JLBG Health Web site at <http://www.jlbghhealth.com>. Information about Affinity Health Plans can be found at <http://www.affinityhealthplans.com>.