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# Press Release

## Disability Insurance Services and Creative Marketing Announce Strategic Partnership

San Diego, Cal., April 19, 2010: Disability Insurance Services ([www.diservices.com](http://www.diservices.com)) and Creative Marketing International Corp. ([www.creativemarketing.net](http://www.creativemarketing.net)) are pleased to announce a strategic partnership designed to better serve disability insurance brokers throughout the U.S. The combination of technology and services offered by each company gives insurance agents Disability Insurance resources to cost effectively grow their businesses and supply clients with quality income protection.

"Creative Marketing helps insurance professionals achieve their goals and develop their businesses by providing access to the best insurance products and programs," says John Martin, Vice President of Creative's Life Sales Division. "We've sought a disability insurance partner that knows the industry, has forged extensive relationships and offers significant leverage in the marketplace. We are confident that with the depth and breadth of DI products and services they offer, Disability Insurance Services is the right partner to help producers succeed."

Creative Marketing, a wholly owned subsidiary of Aviva USA, develops comprehensive, personalized marketing plans for independent insurance agents. They provide individual case management, back office support, sales tools, education and training, plus much more. In 2009, they serviced more than 5,000 agents, and generated \$1.6 billion in annuity and target life insurance premium sales. By offering a wide range of quality insurance products and services, Creative Marketing helps agents increase sales and maximize ROI.

"We're thrilled to be working with Creative Marketing and we think this partnership represents a great opportunity to provide agents with cutting edge paycheck protection sales tools," says Dan Steenerson, president of Disability Insurance Services. Partner Ron Bennett agrees saying, "I've been very impressed with Creative Marketing's forward thinking. They're constantly searching for new ways to help agents succeed."

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About Disability Insurance Services, Inc.

Founded in 1997, Disability Insurance Services markets a suite of disability insurance products through a nationwide network of brokers and affiliates. These products protect Americans' paychecks by providing income when an insured is disabled due to illness or injury. The company, headquartered in San Diego, Cal., is known for its expertise, end-to-end broker support and innovative practices. For more information, visit [www.diservices.com](http://www.diservices.com) or call 800-898-9641.

About Creative Marketing

Creative Marketing has been assisting financial professionals with building successful practices since 1984. Providing affiliated agents with hundreds of product options from a variety of carriers, the company delivers superior agent education, advanced marketing training, unprecedented back-office support, and unparalleled industry expertise from a team of talented and knowledgeable employees. Centrally located in Leawood, Kansas, Creative Marketing is making a difference in the lives of its nationwide affiliated agents and the clients they serve. To learn more about Creative Marketing visit [www.CreativeMarketing.net](http://www.CreativeMarketing.net) or call 1-800-992-2642.

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