

Press Release

Disability Insurance Services Announces E-mail Signature Quote Engine

San Diego, Calif., Aug. 4, 2010: Disability Insurance Services (DIS) announced today it is introducing a disability insurance quote engine that agents can add to their Web sites and e-mail signatures at no cost. DIS is the first in the industry to offer agents and affiliates their own e-mail signature quoting engine.

Dan Steenerson, president of Disability Insurance Services, is excited about this newest innovation. Using a baseball analogy, he describes the opportunity. "Why was Babe Ruth the homerun king? He got to bat more often than anyone else," explains Steenerson. "DIS is giving agents the Babe Ruth opportunity to get to bat – and dramatically increase their quote volume and proposal processing efficiency."

DIS' new quote engine works by processing leads through a link in the e-mail signature. When the client clicks on the link, he is automatically put into an online application. Once the application is complete, the broker is sent several disability insurance quote options within 24 hours. The first of its kind in the DI industry, the e-mail signature quote engine represents another DIS expert solution designed to keep producers on the cutting edge of the disability insurance industry. The new technology is being offered FREE to all insurance brokers interested in accelerating sales growth.

"We consistently develop new tools, practices and technologies for our sales network, so they may continue to operate in a more efficient and cost-effective manner," says Steenerson. "The DI e-mail signature quote engine is just one more way we're making it easier for producers to sell more."

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, Calif., is known

For Release August 3, 2010

Page 2

for its expertise, end-to-end broker support and innovative practices. For more information, visit www.diservices.com or call 800-898-9641.

##