

FOR IMMEDIATE RELEASE



Contact:
Sherri Lindenberg
Senior Vice President
Marketing Communications
Sherri.Lindenberg@Crump.com
973-461-2153
CrumpLifeInsurance.com

CRUMP ACQUIRES THE LIFE INSURANCE CENTER, DBA QUICK LIFE®

Expands Direct-to-Consumer Platform
Enhances Services for Financial Institutions, Agencies and Advisors

Roseland, N.J. (Feb. 1, 2016) -- Crump Life Insurance Services announced today that effective Jan. 1, 2016, it acquired substantially all of the assets of The Life Insurance Center, dba Quick Life®. Quick Life is a leading direct-to-consumer (D2C) provider of life insurance and related products for clients of financial institutions, insurance companies, brokerage general agencies, and independent agents.

Quick Life will be combined with InsureNOW Direct, Crump's platform that provides D2C sales support, application fulfillment and online lead generation to Crump's network of financial professionals and accounts to help them grow their life insurance business.

"Crump has long been a leading provider of traditional wholesale and point-of-sale solutions for life insurance and related products in the U.S. With this acquisition, Crump is the only independent agency with true end-to-end solutions – point-of-sale, wholesale, drop-ticket, application taking and fulfillment for financial institutions and professionals interested in providing insurance solutions to their clients," said Brian Winikoff, Crump president and CEO.

"Combining Quick Life's platform and years of experience in life insurance direct marketing with Crump's scale and client network creates a truly best-in-breed solution for clients of both organizations," explained Pat Wedeking, president, The Life Insurance Center.

"This acquisition accelerates our development in the D2C space, a growing opportunity for our industry. We will now go to market with the leading D2C offering to institutions, agencies and financial advisors," said Ron Alexander, Crump senior vice president and InsureNOW Direct general manager.

About Crump Life Insurance Services

[Crump Life Insurance Services](http://CrumpLifeInsurance.com) is a leading independent wholesale distributor of life insurance, linking a national network of approximately 200,000 financial services professionals with the products manufactured by approximately 100 highly rated insurance companies. Crump supports the distribution of traditional and variable life, long-term care, disability and annuity products with the industry's premier sales and back-office support services.

Crump's technology-driven insurance distribution solutions are among the insurance brokerage industry's most advanced. Crump Life Insurance Services includes the following brands: [InsureNOW Direct](#), Crump Potomac Affluent Markets, [RiskRighterSM](#), [Tellus Brokerage Connections](#) and [TIME](#).

Connect with Crump on [Facebook](#), [LinkedIn](#) and [Twitter](#).

###