



PRESS RELEASE

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Shaping a Successful Future, Announcing Peloton Global Distribution Services

Peloton Global Distribution Services' membership group of industry leaders come together to provide the finest resources, products, and services available to help position insurance and financial businesses for high brand and competitive performance in today's challenging market place.

Irvine, Calif., **August 11, 2009.** Peloton Global Distribution Services announced today a best-in-class insurance marketing organization. The elite members of Peloton Global Distribution Services are offered strategic insight, knowledge, and direct access to extensive marketing capabilities and resources to create higher performance.

Peloton Global Distribution Services creates market opportunities and business advantages for its members by leveraging best practices towards creating growth for their businesses through effective collaboration and strategic partnerships, and by offering the combined strength of a highly developed group of top performers working together to reach the optimal level of industry competitive success for both the individual member entities, and for the group as a whole. Membership includes some of the largest general agencies, specialty companies, and industry suppliers on a global level.

“In the highly challenging industry in which we do business, we believe experienced leadership is the key to strong performance. Highly valuable and collaborative expert advice and insight from experienced leaders who have been down the road before you, who didn't just follow the map, but helped blaze the trail. When you become a member with Peloton Global Distribution Services, the experts are on your team,

providing the experience, tactical and resource capabilities, and insight to see down the road, beyond the next turn,” said Bill Propper, President of 3 Mark Financial.

Peloton Global Distribution Services offers direct access to extensive, best-in-class market resources including a full spectrum of premium insurance and financial services products, marketing, lead generation, brand building, marketing, and business development capabilities. Peloton Global Distribution Services provides membership for elite class agencies and organizations in a collaborative environment, creating access to the finest products in the industry, including: annuities, disability income, life insurance, long term care insurance, securities, and underwriting.

“Peloton Global Distribution Services is about gaining momentum through strategic advantage. The strategic alliances and marketing partnerships created through Peloton Global Distribution Services will offer its members the ability to accelerate growth and gain significant competitive advantage through collaboration,” said Peter Holden, CEO of CPS Insurance.

Peloton Global Distribution Services’ members have access to experts and industry-best resources, providing the collaboration, experience, dedication, and foresight to see beyond the next turn, which builds a greater position of competitive market strength in the insurance and financial industries.

By aligning with Peloton Global Insurance Services, members have access to the powerful synergy of shared market intelligence, best practices, world-class marketing, lead generation capabilities, extensive products, services, technologies, and systems with a high level of support of the elite member group.

Subsequent gains in efficiency, offerings, opportunities, alliances, and potential new revenues will elevate members’ performance and help them thrive as independent entities, ultimately creating advantage and accomplishment within the Peloton Global Distribution Services membership.

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About Peloton Global Insurance Services

Peloton Global Distribution Services Elite Members include: 3 Mark Financial, CPS Insurance Services, Brilliant Blue, Continuum Worldwide, Outsell Consulting, First Summit Financial, RJL Insurance Services, Advanced Image Direct, and Monday and Associates Public Relations. To learn more about Peloton Global Distribution Services please visit www.pelotonglobal.com