



PRESS RELEASE

Public Relations/Media Contact:
Kimberly Monday, Monday & Associates Public Relations
Tel: 619-813-6019
Email: kmonday@mondayassociates.com

Peloton Global Distribution Services Announces New Member, Brilliant Blue to its Marketing Insurance Organization

Brilliant Blue, Orange County's Top Strategic Brand and Marketing Agency joins forces with fast growing Peloton Global Distribution Services to partner with the best-in-class performers to work together to create a higher business performance in the insurance industry.

Irvine, Calif., **September 16, 2009**. Brilliant Blue located in Laguna Beach, CA. is an award winning, brand and interactive marketing agency, specializing in marketing strategy, interactive branded experiences, lead generation, and customer connection strategies. Brilliant Blue builds better client brands by helping its clients connect and interact more successfully with their customers in today's cluttered, highly competitive world. Brilliant Blue's client list includes Cadbury, Fossil, First Team Real Estate, Safeway, Panasonic, Wells Fargo, Voit Real Estate, St. Jude Medical, and many other SML corporations in several markets.

"Success in business is about 'actually achieving' your business goals. By aligning with Peloton Global Distribution, we at Brilliant Blue will have access to the powerful synergy of shared market intelligence, best practices, and experienced industry professionals, leading to higher business performance. The true advantages of Peloton Global Distribution are about the power of these smart organizations collaborating together, who mutually understand the market, and the market needs. Peloton Global Distribution Services demonstrates that trusted high performers working together can actually create a higher mutual level of business performance than individual entities working independently," said Peter Ashworth, CEO of Brilliant Blue.

Peloton Global Distribution Services is a fast growing Marketing Insurance Organization within the Arena of Top Performers in the insurance industry. As a best-in-class organization, Peloton Global Distribution Services offers its members in the insurance

and financial services industry 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 through effective collaboration and strategic partnerships. The membership offers the combined strength 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.

Peter Ashworth of Brilliant Blue explains, “By aligning with Peloton Global Distribution Services, members have access to the powerful synergy of shared market intelligence, best practices, world-class marketing and lead generation capabilities, extensive products, services, technologies, systems and a high level of concierge-level support.”

“We are thrilled to have Brilliant Blue as a member of Peloton Global Distribution Services. The knowledge and experience that Brilliant Blue brings to the member partnership will allow us to expand our opportunities and elevate potential new revenues and performance, this is the synergy of success that we thrive on,” said Andy Holden, President and COO, CPS Insurance Services.

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For more information about Brilliant Blue please visit www.brilliantblue.com

About Peloton Global Insurance Services

Peloton Global Distribution Services Elite Members includes, but is not limited to: 3 Mark Financial, CPS Insurance Services, Brilliant Blue, Continuum Worldwide, Outsell Consulting, Monday Associates Public Relations, RJI Insurance Services, First Summit Financial, Advanced Image Direct, Disability Insurance Services.

To learn more about Peloton Global Distribution Services please visit:
www.pelotonglobal.com