

For Immediate Release
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PRESS RELEASE

Industry 1st – Newly Developed LTC Product

Houston, Texas: New World Marketing, Inc. announced today the introduction of Universal Long Term Care, **a one-of-a-kind LTC insurance policy that is specifically designed for middle income Americans.**

MillimanUSA, the highly respected leader in consulting actuarial has partnered with New World Marketing, Inc. to complete the actuarial model of **Universal Long Term Care**. New World Marketing, Inc., an international consulting firm which is in the process of selecting an insurer relationship to manufacture and distribute Universal Long Term Care.

Bob Cauthen, CEO of New World Marketing, Inc. stated “This unique LTC product design will be extremely attractive to a companies customer base which will increase market share and customer satisfaction. Long term care insurance has become a necessary and critical consideration for anyone’s financial strategy in today’s world. Well over 50% of all Americans will need LTC during their lifetime. We all know that long term care will be an enormous burden both financially and emotionally on most families unless you plan ahead.”

The real added advantage of ULTC is that it is a transparent product that provides LTC protection and access to the account. It should really appeal to the younger market that is hesitant to drop premiums into a traditional product due to fear of not getting any benefits from the policy.

Cauthen said: “Our strategy was to develop a product that responds to the future needs of individuals, specifically under the pre-retirement age of 60. The below competitive pricing is NOT found in the market place today. ULTC is designed to have both attractive features and to be offered at a below average competitive price to both the manufacturing companies and their customer base.”

Long-term care insurance covers the cost of nursing homes, assisted living facilities and in-home care providers. ULTC product gives you a wide range of choices for services that emphasizes care at home, the support of caregivers, and a wide variety of options that let you customize your coverage. The reported annual cost of a nursing home is \$50,000 but can be as high as \$90,000, according to AARP.

New World Marketing, Inc. is a diverse consulting and strategic positioning firm located in Houston, Texas, serving the financial services industry by providing innovative product concepts and unique solutions to industry senior management. New World Marketing, Inc. partners have accumulated over 180 years professional experience in the Financial Services Industry.

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