

For Immediate Release
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PRESS RELEASE

New LTC Product is Industry First

Houston, Texas: New World Marketing, Inc. announced the introduction of Universal Long Term Care, a **unique LTC insurance policy that is specifically designed for middle income Americans.** New World Marketing, Inc. partnered with a leading actuarial consulting firm to design the product and is in the process of selecting an insurer to manufacture and distribute Universal Long Term Care.

Bob Cauthen, CEO of New World Marketing, Inc., says "This unique LTC product design will be extremely attractive to a company's customer base, increasing market share and customer satisfaction. Long-term care insurance is a critical consideration for anyone's financial strategy in today's world. Over 50% of all Americans will need LTC during their lifetime. It will be an enormous burden, both financially and emotionally, on most families unless they plan ahead."

What is new about ULTC is that it provides both LTC protection and access to the account. It will appeal to younger customers who are 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 for people under age 60. This competitive pricing is found nowhere in the market place today. The attractive features and competitive price make it truly unique, appealing to both manufacturing companies and their customer base."

Long-term care insurance covers the cost of nursing homes, assisted living facilities and in-home care providers. The reported annual cost of a nursing home is \$50,000, but it can double, according to AARP. The new ULTC product offers a wide range of choices that emphasize care at home and the support of caregivers. It provides options that let customers tailor their coverage.

New World Marketing, Inc. is an international consulting and strategic positioning firm located in Houston, Texas. It serves the financial services industry by providing innovative product concepts and unique solutions to industry senior management. New World Marketing, Inc. partners have over 180 years of accumulated experience in the financial services industry.

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