



For Immediate Release

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## **PRESS RELEASE**

### **CHILDREN'S INCOME AND SUPPLEMENTAL BENEFIT POLICY™**

New World Marketing, Inc. is an international consulting firm located in Houston, Texas. We are a business strategy company representing a multitude of diversified client services and products. Our management team consists of former CEO's and Senior Executives from the Financial Services industry as well as other various industries.

New World Marketing, Inc. has joined forces with **Children's Income Protection and Supplemental Benefit Policy™** (CIPSBP) to introduce this product to you. New World Marketing, Inc. is looking to partner with a insurance company in order to manufacture this new and much needed PATENTED catastrophic health insurance policy for children. In my opinion, this would be a great product for worksite, associations, banks, and voluntary benefits marketing.

Relentless caring and never ending responsibility of a child with a disability can be devastating. There are two hundred million children in the United States. Disability among children and youth in the United States is serious. Analysis of disability years suggests that childhood disabilities account for 35% of all disability years. Twenty million children and youth live with chronic illness, 10.7 million have developmental, learning and emotional problems, thus giving the insurance industry an opportunity for additional value and generating increased living-benefit premiums.

There is a misunderstanding by the public that social security will provide substantial benefits. Courts have denied Supplemental Security Income benefits to children with serious disability because of its reliance on condition list to determine eligibility. Courts further ruled that equity could best be accomplished by assessing the consequences of disability on functioning.

**Children's Income Protection and Supplemental Benefit Policy™** (CIPSBP) is a guaranteed renewable individual health insurance policy providing benefits for children disabled and will provide protection from catastrophic to partial disability for a child. This unique product is targeted toward enabling children to survive with care for the remainder of their life and in protecting their parent's earnings.

CIPSBP has been developed with the actuarial assistance of Milliman USA Actuaries. The final product design is basically complete and the actual product is available for your review. New World Marketing, Inc. is willing to discuss with you your exclusive or nonexclusive rights to this product.

