

May 22, 2006
For Immediate Release

New World Marketing, Inc.
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PRESS RELEASE

NEW WORLD MARKETING INC. EXPANDS CONSULTING PRACTICE: SEEKS INNOVATORS WITH NEW FINANCIAL PRODUCTS AND SERVICES

HOUSTON – New World Marketing Inc. is building new distribution and product development opportunities through the expansion of its consulting and strategic position practices. The company develops innovative product and service solutions in the financial services industry by connecting innovators and their ideas to corporate environments.

New World Marketing is continually looking for new product and concept inventors in its commitment to bring innovation and excellence to the financial services market. NWM acts as a catalyst by bringing together distributors and vendors with senior industry executives. The company works with life insurance producers, primary insurance carriers, reinsurers, banks, mortgage companies and other vendors.

“Inventors need exposure and access to capital and we are here to open doors, make connections and oversee the processes that turn ideas into reality,” said Robert S. Cauthen, Jr., New World’s Chairman and CEO.

“New World has the intellectual capital to see the big picture and to help all parties benefit from creativity and innovation,” Cauthen said. “Our strong connections in the corporate world help us to expedite the manufacturing, fulfillment and distribution processes necessary to bring these concepts to the market.”

New World has expedited the development of numerous products and services to insurance companies, reinsurers, banks and mortgage providers. Recent client products/services include:

- Comprehensive, cost-effect multi-employer and single-employer welfare benefit plans
- Universal Long Term Care coverage for middle income Americans under the age of 60
- A Critical Illness Insurance policy for people who survive a critical illness
- An administration system that simplifies Corporate Benefit Packages (e.g., executive compensation plans, charitable giving, business buy-sell, estate planning and retirement planning) that require Split-Dollar type solutions.

In addition to its consulting and strategic position practices, New World conducts executive searches for many of the Fortune 500 insurance companies, assisting in the identification, assessment and recruitment of mid-level to senior executive talent in actuarial, marketing, sales, underwriting, claims, compliance and financial positions. New World works with companies specializing in insurance, annuities, group employee benefits and client-driven health plans.

New World Marketing Inc. was founded in 1996 by Cauthen, a former senior executive in the financial services industry and former CEO of American General Life Insurance Co. The financial services experts at New World Marketing, Inc. bring more than 125 plus years of combined experience in multiple branches of the industry. New World Marketing is a diverse consulting and strategic positioning firm providing services both domestic and international in scope. Its clients include senior management in leading insurance and reinsurance companies as well as banks and mortgage providers.

FOR FURTHER INFORMATION CONTACT:

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