

For Immediate Release
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PRESS RELEASE

5 Life Insurers Sign Up For Patented Life™

Houston, Texas: New World Marketing, Inc. and Patented Life™ LLC. announced today that 5 companies have signed franchise agreements to develop a new one-of-a-kind, innovative and easy to implement solution regarding the Split-Dollar business arrangements and other corporate benefit packages.

Utilizing a Patented delivery model and unique two-policy product design, PatLife™ plans are not split-dollars arrangements. PatLife™ plans promise to deliver results superior to the controversial split-dollar arrangements by eliminating the need for complicated split-dollar agreements, executive loans and complex accounting procedures. The delivery system is simple and easily understood both by the consumer and life insurance agent.

PatLife™ provides corporations and executives a simplified means to accomplish a range of specific financial objectives including executive compensation, charitable giving, business buy-sell, estate planning, retirement planning and any other planning situation requiring a split-dollar type solution. "Because PatLife™ is easy to understand and implement, insurance producers and consumers can expect to conclude transactions quickly and efficiently", stated New World Marketing, Inc. President Les Durland. "Implementation of the concept is no more difficult, and many times easier than the normal work involved in introducing a new product", Durland continued.

"Due to agent demand, Insurance companies will make Patented Life™ available for distribution because of this new enormous premium opportunity," commented Bob Cauthen, CEO of New World Marketing, Inc. "Several notable industry experts have stated Patented Life™ is the most exciting new product and process to be developed for our industry in the past 25 years. Every company can design their own competitive product for their distribution."

Unprecedented in the insurance industry, PatLife™ is the first life insurance product to be delivered under the Patented Life Method and System (U.S. Patent 5,752,236). The patent assures excellent infringement protection for a variety of marketing applications.

Licensing of the patent allows a company to develop products and programs without limitation. Additionally, the professionals at both Patented Life™ and New World Marketing, Inc. can assist in the development, as well as consult on other applications.

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