

PRESS RELEASE

New World Marketing, Inc. announces Leslie L. Durland, former Senior Executive in the financial services industry to join their Marketing and Consulting Division

HOUSTON, TX – New World Marketing, Inc. today announced the appointment of Leslie L. Durland, FSA, MAAA, CLU as president of their marketing, consulting and special projects division. Durland is a senior level professional with over 30 years of experience in the financial services industry, specializing in the areas of insurance distribution, product design and marketing, and joint venture development.

An actuary by training, Mr. Durland has spent the last thirty years in marketing roles within the industry. This has included captive organizations, PPGAs, brokerage, and producer groups. Specific developmental accomplishments include the following:

- Recreation of the product development function at a major US insurer, enabling time to market of new ideas to be reduced by 50%.
- Establishment of a joint venture with a major mutual fund group for the development and marketing of a proprietary annuity product.
- Management of a bank marketing operation that experienced 50% plus annual growth during his tenure.
- Development of joint marketing efforts with Property and Casualty companies, Health insurance organizations and third party bank marketers. Some of these relationships involved the establishment of captive reinsurance organizations.
- Primary liaison with major agent producer group, leading the development of product and marketing efforts that resulted in industry leading growth over a five-year period.

“Les’s significant roles and extraordinary career in the multiple sectors of the financial industry is extremely valuable to us as we continue to focus in promoting and developing products and programs without limitations,” said Robert S. Cauthen, New World Marketing, Inc. Chairman & CEO. “His previous success in owning his own consulting company brings enormous creativity and innovation to assist NWM in bringing new and exciting concepts to the market.”

Durland received a Bachelor of Science degree from Miami University (Ohio) and a Master of Science degree from the California Institute of Technology.

New World Marketing, Inc. was founded in 1996 by Cauthen, a successful senior executive in the financial services industry and former CEO of American General Life Insurance Co. New World Marketing, Inc. is a diverse consulting, strategic positioning, and executive search placement firm, providing services both domestic and

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**New World Marketing, Inc.
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international in scope. Together, New World Marketing's associates bring more than 140 years of combined management experience in financial services. In addition to placing top talent in the industry's senior executive ranks, New World Marketing provides product concept and solutions to senior management in leading insurance and reinsurance companies.

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