

**For Immediate Release
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PRESS RELEASE

Arnold A. Dicke, FSA, MAAA, FCA, EA joins New World Marketing, Inc. as President of Actuarial Consulting Division

Houston, Texas: New World Marketing Inc., a leader in Consulting and Executive Search for the Financial Services Industry announced today the appointment of Arnold A. Dicke, FSA, MAAA, FCA, EA as President of its actuarial, financial, and specialty consulting practice. Dicke is an actuary with 30 years experience specializing in reserve and capital reviews, product development, risk analysis, Sarbanes-Oxley readiness and implementation, and reinsurance. Prior to joining New World Marketing, Inc. Dicke served as Senior Manager in the actuarial practice of KPMG; additionally, he has served on the boards of directors for the American Academy of Actuaries and the Society of Actuaries. He will be responsible for expanding the firm's actuarial services throughout the financial services industry.

"The financial services industry today offers a rich and diverse span of opportunities that can be reaped through further development of actuarial marketing, evaluation and the formation of business alliances," said Robert S. Cauthen, Jr., New World Chairman and CEO. "Arnold's interaction at the most senior levels of the industry will be of great benefit to our clients and markets. His vast experience and knowledge will make a valuable contribution to our company," Cauthen said. "For years I have known and worked with Arnold and find him to a person with the highest integrity and intelligence. We are excited to have Arnold join our team to further enhance our brand and corporate reputation, already one of the most widely recognized in the financial services marketplace."

Arnold graduated from Harvard College and received his master's in mathematical physics from Princeton University. He also attended the Advanced Management Program at Harvard Business School. Dicke is a well known author and has an extensive list of publications throughout the insurance industry. Arnold was formerly senior vice president and head of traditional life insurance at ING Re. Earlier, he held chief actuary or chief line of business actuary roles at New York Life, USLIFE Corporation, the Equitable, Provident Mutual, and Penn Mutual was a consultant with Tillinghast.

"Arnold's knowledge and experience are being counted on to take us to a new level of growth and expertise," Cauthen said. "He knows what we do best and he knows what we can do better."

Founded in 1996, New World Marketing, Inc. is a consulting and strategic positioning firm which has developed a successful search practice specializing in the identification and selection within the insurance and financial services industry. In addition to placing top talent in the industry's senior executive ranks, it provides product concepts and solutions to senior management in leading insurance and reinsurance companies.

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