

PRESS RELEASE

New World Marketing, Inc. announces James K. Moore, former AIG Executive Director to join Executive Search Placement Division

HOUSTON, TX – New World Marketing, Inc. today announced the appointment of James K. Moore, LUTCF as vice president in its executive recruitment and specialty consulting practice. Moore is a senior level professional with over 20 years of experience in the insurance industry, specializing in marketing, training and management.

“Jim’s extraordinary relationship building skills have helped him to grow and strengthen client bases, which will be extremely valuable as we expand our executive search practice,” said Robert S. Cauthen, New World Marketing, Inc. Chairman & CEO. “His expertise is the financial services business, including his field experience in Home Office settings providing software, product, concept, and marketing training makes him a great asset to New World Marketing, Inc.”

A graduate from Hasting College in Nebraska with a Bachelor of Science degree in education, Jim taught school for a number of years before joining Horace Mann Insurance Company. He pursued post graduate studies at the University of Oregon at Eugene before joining the Franklin Life Insurance Company as associate director / coordinator in the Marketing Department, where he provided sales, presentation and motivational training to his home office, field colleagues.

“I value and enjoy the relationships I have built with my colleagues in the industry and am very excited by this opportunity to bring my expertise and background to New World Marketing,” Moore said.

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 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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