

Press Release

November 18, 2013

ReMark Announces Policyholder Administration & Marketing Program Breakthrough

ReMark announces the launch of **Carrier & Association Policyholder Services (CAPS)**, a new program which will significantly reduce Third Party Administration expenses and dramatically improve the productivity of marketing efforts for Insurance Carriers and Associations.

Leveraging ReMark's highly successful Laser Integrated Marketing™ (LIM™), **CAPS** will provide Carriers and Associations access to a full suite of world class **TPA services priced well below industry levels**, combined with a proprietary policyholder marketing system (**LIM™**) whose **paid response rates have consistently surpassed industry levels** by significant margins since 1986.

CAPS will **waive TPA 'on-boarding' fees** and provide its LIM™ marketing process **at no additional expense** to ReMark clients.

In making the announcement, President of ReMark USA Tom Wartenberg noted: *"Everything we've been hearing indicates that the marketplace wants a lower cost, enhanced revenue generating alternative to the TPAs which dominate our business today. Leveraging LIM's 25+ years' of unmatched responsiveness now makes delivering a best in class, integrated program of TPA and marketing services ... at substantial savings ... a reality."*

While the LIM™ program will still be available on a stand-alone basis, **CAPS'** blend of administrative and marketing support signals *"the dawning of a new age in how groups maximize their return on the investment they make in acquiring, servicing and marketing to their policyholder bases. Especially at a time when escalating expenses and diminishing results have become critical issues for so many organizations, ReMark is pleased to take the lead in pioneering this important breakthrough."*

FOR MORE INFORMATION, PLEASE CONTACT:

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About ReMark

ReMark International provides end-to-end marketing, product, technology and financing solutions to banks, insurers and affinity groups. Since 1984, our operational experience in over 40 countries and 21 languages has earned us global leadership status in the direct distribution of insurance products.

Our worldwide team – marketing specialists, actuaries, campaign and channel managers – works with one focus: maximum value creation for partners and clients. Together, we design and execute direct marketing programs to establish and drive brand loyalty, increasing the lifetime value and profitability of each customer.

For more information about ReMark, visit www.remarkgroup.com