

EBIX EXCHANGE

Life & Annuity Sales Simplified

*Our suite of
integrated solutions...*

VITALSALES SUITE

Professional Services
Custom Solutions Development

LIFESPEED

WINFLEX

ANNUITYNET

*...and YOUR workflow
guides your choice!*

EbixExchange delivers.

- We have an unparalleled record of on-time implementations across a wide range of high-profile insurance and financial services industry clients.
- We strive to provide automated solutions and support that meets insurance workplace needs and re-engineers and improve workflow process efficiency and productivity.
- And we continue to serve as a leading developer of technology standards and best practices.

Ebix Exchange is the largest commercial provider focusing on automated sales transaction support for the life insurance and annuity market place. Between our Park City, UT, Herndon, VA and Noida, India offices, our team is comprised of industry pioneers LifeLink and Finetre Corporation – who merged in 2007.

- As United Systems, LifeLink produced the first insurance illustration interface in 1980; the subsequent WinFlex system becoming available in Windows in 1994. Reports on carrier financials and ratings were first provided in 1991 via the firm's VitalSigns offering – which, with subsequent launches of VitalTerm and other research tools, would grow into the set of insurance agent tools available today in VitalSales Suite. United Systems renamed to LifeLink in 1999 to convey its ground-breaking focus of linking multiple carrier engines and quotes into a single common interface. WinFlex was first offered on a Web-based platform in 2002, and by 2007 over 30 carriers and their subsidiaries were using WinFlex – and the number of illustrations run on the platform surpassed 12 million. As a division of Ebix, from 2004 through 2007 the firm operated as EbixLife.
- Begun as AnnuityNet in 1997, Finetre was the first direct-to-consumer online annuity sales store – but in 2000 shifted the business model focus of its AnnuityNet Platform to serve as an exchange service for financial institutions with traditional distribution channels. In 2001 the first major carrier implemented AnnuityNet, and through subsequent growth to nearly 40 carriers, full support for all types of annuities – variable, fixed, immediate, and equity-indexed – became a platform standard. Each month, AnnuityNet presently processes over 25,000 annuity transactions – over \$2 billion in premium – for over 30 broker/dealers. With AnnuityNet achieving maturity and robust support, Finetre leveraged the Software as a Service business model to produce LifeSpeed – an order-entry exchange platform designed to bring increase productivity and sales to the insurance market place by re-engineering, automating, and streamlining business operations fettered by paper-based processes. Finetre was acquired by Ebix in 2006.

EbixExchange currently supports a broad range of brokerage and clearing firms, insurance agencies, and operations centers at over 60 of the leading insurance carriers and their affiliates. And our experienced, highly-professional staff continues to provide the high-quality customer service our clients have come to expect. And to improve support for annuity and insurance business needs, we've begun new initiatives to integrate the new technology suite.

EbixExchange has considerable real-world experience and proven success with technology and business stewardship. When considering the quality of our service record, long list of satisfied clients, commitment to leadership, experience with multiple implementations, depth of resources, and the range of service options available from a single provider, we think you'll agree that EbixExchange is the only sound choice for automated life and annuity sales processing.

EbixExchange is a division of Ebix, Inc. (NASDAQ: EBIX) – a leading international supplier of software and e-commerce solutions to the insurance industry with headquarters in Atlanta, GA.

Founded in 1976, Ebix employs insurance and technology professionals in its 21 global offices who provide products, support, and consultancy to the world's top insurance companies and more than 3,000 insurance agencies/brokers in 52 countries across six continents.

A Microsoft Certified Partner, Ebix's focus on quality has enabled it to be awarded Level 5 status of the Carnegie Mellon Software Engineering Institute's Capability Maturity Model (CMM). Ebix has also earned ISO 9001:2000 certification for both its development and Business Processing Outsourcing/Contact Center units. More than 75 Fortune 500 companies use services from Ebix.

Ebix strives to work collaboratively with clients to develop innovative technology strategies and solutions that address specific business challenges. Ebix combines the newest technologies with its capabilities in consulting, systems design and integration, IT and business process outsourcing, applications software, and Web and application hosting – to meet the individual needs of many organizations the world over. For more information on Ebix, visit www.ebix.com.

EbixExchange Insurance Technology Solutions & Services

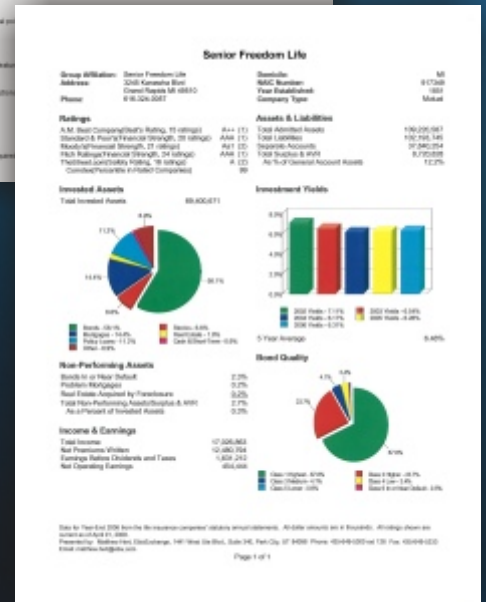
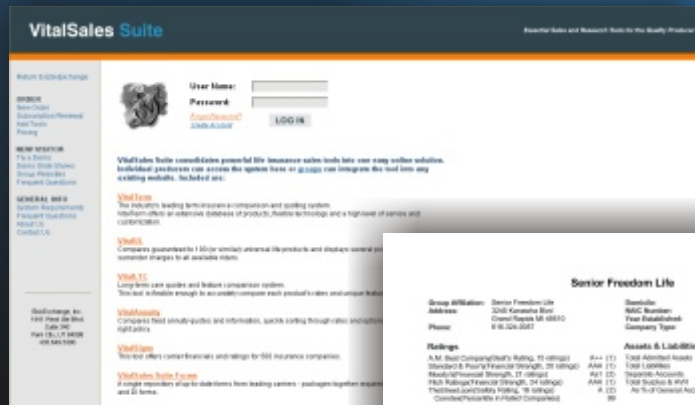
EbixExchange offers the most advanced systems tool set available for life and annuity sales support – everything from initial product research to policy issuance – and all available from a single provider. VitalSales Suite – Product Research/Quoting • WinFlex – Multi-Carrier Compliant Illustrations • LifeSpeed – Electronic Life Order-Entry • AnnuityNet – Electronic Annuity Order-Entry • Custom Solutions – Consulting/Development/Professional Services/BPO-Staff Augmentation

VITALSALES SUITE

Over 9 million quotes run annually

VitalSales Suite – an indispensable set of agent tools for product research and quick quotes – available via the Internet 24/7. Integrate the tools into your agency Web site, or subscribe from our site.

Quoting Tools – Robust comparison technology for providing side-by-side comparisons of term, universal life, long term care insurance, and annuities. EbixExchange works directly with the carriers and other industry partners to ensure data remains accurate and up-to-date.



- **VitalTerm** – Long regarded as the industry's leading term insurance comparison system
- **VitalUL** – Produce comparisons of universal life products all the way up to age 100 – guaranteed – and display key policy features such as surrender charges or available riders
- **VitalLTC** – Produce long term care comparisons – even those containing highly-unique features. Includes premium matrix comparison and optional worksite marketing modules.
- **VitalAnnuity** – Compare and quote on annuity products; rates are updated each business day

VitalSigns – Qualifies the financial strength of 500 insurance companies based on annual financials submitted to the NAIC; along with the top 5 industry carrier rating services, also includes our exclusive Comdex ranking that helps interpret the ratings

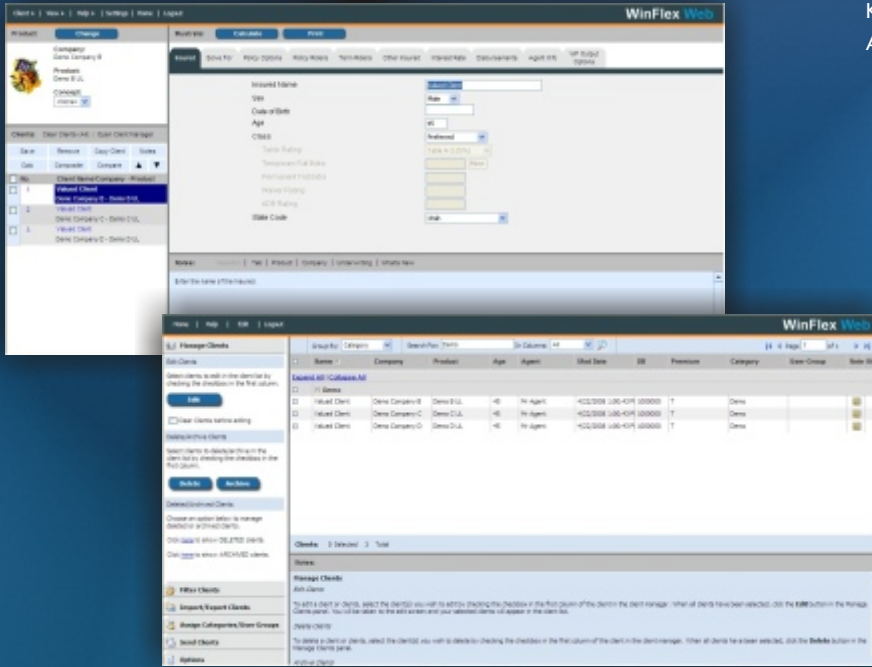
VitalForms – Life, LTC, Annuity, and Disability forms – all appropriate forms available as PDF's in this single, easy-to-use Web-based repository; conveniently link directly to the forms while running comparison quotes in VitalTerm, VitalUL, VitalAnnuity, or VitalLTC – or access the forms directly via the VitalForms Retrieval System.

WINFLEX

Over 12 million illustrations run annually

WinFlex – a single standard interface by which agents can compare multiple products from over 40 carriers – and then produce an NAIC and state-compliant illustration. In addition to supporting all forms of life, annuities, long term care, and disability insurance, WinFlex also has robust support for advanced sales features such as split dollar, deferred comp, and executive bonus.

And, through illustrations and product selection, carriers gain market exposure to independent brokers through WinFlex. Carriers can also use WinFlex for their captive and alternative distribution channels.



Key WinFlex features:

Access that meets your diverse needs:

- **WinFlex** – PC software which gives agents the ability to produce illustrations in all client environments – without need for a browser and access to the Internet
- **WinFlex Web** – WinFlex illustrations through the Internet
 - **WinFlex Express** – a specially-streamlined approach for producing fast illustrations; with only minimal input you can quickly produce comparisons for up to 4 products/carriers
 - **WinFlex Internet Updating** allows carriers to easily and rapidly update their system through the Internet without the need to distribute software.
 - **Powerful reporting** – Statistics created through illustrations run empowers the product and market planning of BGA's and carriers alike; individual and aggregate reports on agency usage provides valuable source data on producers, products, product concepts, usage – in real time

WinFlex Gold – our product certification standard that provides heightened efficiency, greater detail, and makes possible still more multi-plan comparison and illustration features

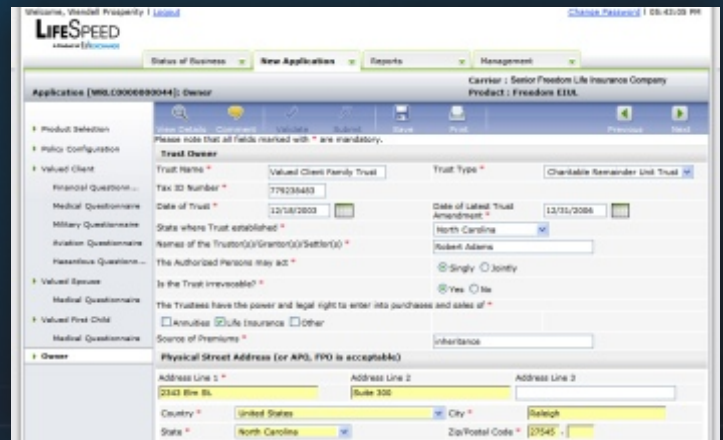
Integration with LifeSpeed – life insurance illustration data created by WinFlex Web can be seamlessly imported into LifeSpeed – to provide true online Straight Through Processing of the entire life insurance sale transaction.

LIFESPEED

Revolutionary efficiency & speed through paperless life insurance application processing

LifeSpeed – Online exchange life insurance application platform that connects producers, BGA's, IMO's, broker/dealers, captive agents and other distribution channels with products from participating carriers. Convenient, purely-electronic format greatly reduces application error rates, lowers not-taken rates, and ensures operations, suitability and compliance rules are followed. Agents spend less time on processing, more time on sales.

- Carriers upload and control their detailed product rules via the Product Profile for Life industry-standard format
- Sales agents log on and initiate an application by selecting product information, policy configuration, and entering their license information. Illustration data can be imported from WinFlex, a carrier or other illustration system. Agent then follows prompts from the platform Wizard to provide all appropriate questionnaire/survey information. LifeSpeed checks the application against carrier product rules to ensure application completeness, accuracy, and compliance.
- Agents can submit application via the approach most suitable for the sale: Snap App / "Initial Ticket"; Informal Request / Trial Application; Part A; Part A & B; case status is available to agent any time thereafter
- Generation and data population of all carrier and distributor is fully automated
- Underwriting support through the direct integration of electronic feeds



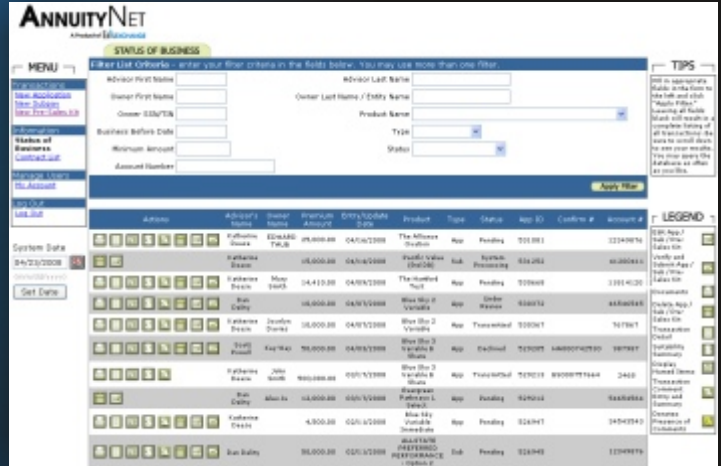
- Workflow tailored to provide routing to any appropriate entity: BGA, Tele-underwriter, direct-to-carrier, underwriter, agency management system, direct marketer, fulfillment company, distributor reporting system
- Clients enjoy faster policy issuance
- Agents appreciate the time gained through modern automation/innovation
- Carriers will be pleased by cost effectiveness and increased placement ratios

ANNUITYNET

Of the \$247 billion invested in annuities in 2007, \$21 billion was settled via AnnuityNet

AnnuityNet – Leading online exchange platform by which distributors can fully automate the processing of annuities. Provides compliance workflow management and oversight, suitability adjudication, and reporting; also increases back-office efficiency by providing and correctly filling out all forms, curtailing errors and virtually eliminating Not in Good Order (NIGO) business. Insurance carriers report an **in good order** rate of well over 90% — often achieving 98%.

- Carriers post their annuity products and associated product rules and forms on the platform – where they are incorporated into a Web-based application process and a suitability questionnaire. Carriers continue to have full control over their product rules.
- Banks, correspondent firms, agencies and broker/dealers of all sizes choose which products they wish to make available to their sales force. At the distributor's request, EbixExchange can tailor restrictions on riders, plan types, and account designations – thus allowing the distributor to fine-tune product implementations to meet their specific business needs.
- Sales reps are led through the entire application order process by the AnnuityNet wizard. All of the correct questions are produced for the rep in plain English and are based upon all of the requisite regulatory and business rules.
- AnnuityNet automatically calculates sales suitability scores and routes transactions through compliance workflow queues. The result: annuity applications that are complete, virtually error-free, and consistently reviewed for compliance and disclosure issues.
- AnnuityGateway – Specially-designed for carriers looking to increase sales, open new distribution channels, or enhance traditional wholesaling and product relationships. Leveraging the power of the AnnuityNet transaction engine, AnnuityGateway gives carriers the opportunity to extend easy, online annuity order-entry processes directly to any representative, anywhere – right on the carrier's own website.



CUSTOM SOLUTIONS

We're not just a provider – we're a resource

For unique business challenges – where technology or resources are lacking – call upon the extensive solutions-resource provided by EbixExchange. Our expertise in business process re-engineering, software development, systems integration, and knowledge of the latest technologies available can help you create the new solution needed to advance your business position. EbixExchange can help you with:

- Web Development
- Software Development and Engineering
- Database Design and Administration
- Data Warehousing
- System Analysis and Integration
- Network Engineering and Administration
- Business Analysis
- Project Management and interim tasks
- Help Desk and Technical Support
- Mainframe Programming

With EbixExchange, you have the ability to tap into the power of a global provider of insurance solutions support: Ebix, Inc. With expertise in consulting, staff augmentation, and business process outsourcing, Ebix has been providing creative solutions for partner firms of all sizes for over 30 years.



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