



1·2·1 Direct Response

Stronger Partnerships. Smarter Marketing.

1 2 1 Direct Response Press Release dated July 7, 2006

Please review the following Press Release for 1 2 1 Direct Response:

Heading:

1 2 1 Direct Response To Launch Advanced Lead Generation Program For Insurance Capital Management, Inc. subsidiary.

Body:

Philadelphia, PA (PRWEB) July 7, 2006 - 1 2 1 Direct Response (1 2 1) recently announced that it has been selected to deploy an extensive insurance lead generation platform for Insurance Capital Management, Inc. (IC) subsidiary, Insurance Producers of America (IPA) of Fort Worth, Texas. This engagement is an amplification to an agreement between IC and 1 2 1 that was initiated in September of 2005. 1 2 1 is one of the premier providers of lead generation systems and services to financial services clients, providing database building and analytics, direct mail and telemarketing campaign design, management and execution, and lead distribution platform development. IC is a group of companies that nationally market health and life insurance and financial service products to individuals, the self-employed and senior Americans through both brokerage and career distribution channels.

IC currently provides telemarketing and internet-based lead generation solutions to its agencies throughout the U.S. "With over 6,000 insurance agents currently, and with plans to grow to over 15,000 brokerage and career agents within the next year, IC is a leading distributor of health and life insurance solutions in the markets it serves," according to Scott Smith, CEO of IC. "We provide product solutions to individuals and senior citizens through both brokerage and career distribution channels. Our career channel has unique and specialized insurance products, along with lead and compensation plans that will benefit our sales agents and drive exponential growth," said Smith.

"This engagement validates 1 2 1's strengths and service excellence throughout the whole spectrum of direct response lead generation solutions. We will be working closely with IC to launch and improve the cutting edge telemarketing, direct mail, and internet lead generation platforms that will support IC's dynamic growth in the years to come," said Stuart Discount, CEO of 1 2 1. "We anticipate assisting IC to take its agent lead generation applications to higher levels in terms of quality, real-time lead delivery."

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ABOUT 1 2 1

1 2 1 specializes in both commercial and nonprofit direct response solutions that help its clients to more effectively drive sales and marketing activities. 1 2 1 designs and executes business to business and business to consumer integrated telemarketing and direct mail communications and sales programs. For more information, go to www.121directresponse.com.

ABOUT IC

Insurance Capital Management, Inc. (IC) provides web-based technology, specialty products and marketing for insurance and financial services. IC's team of sales, marketing and technology professionals enable insurance, healthcare and financial service companies to dramatically improve their product distribution and marketing. IC utilizes its state-of-the-art web-based technology, its nationwide agent distribution and direct call center programs to provide superior customer and marketing support. For more information, go to www.insurance-capital.com.

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