



1·2·1 Direct Response

Stronger Partnerships. Smarter Marketing.

1 2 1 Direct Response Press Release dated September 1, 2006

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

Heading:

1 2 1 Direct Response Insurance Lead Generation Program Supports Record Sales Growth at Insurance Producers of America

Body:

Philadelphia, PA (PRWEB) September 1, 2006 - 1 2 1 Direct Response (1 2 1) partnered with Insurance Producers of America (IPA) to develop and deploy an advanced insurance lead generation program that has helped IPA to escalate its sales growth dramatically. With 1 2 1's carefully crafted lead program and other marketing programs, IPA nearly tripled its sales to a record \$600,000 in annualized volume during the last week of August.

IPA is a career insurance and healthcare benefit marketing organization focused on selling a broad range of healthcare coverage programs throughout the U.S. 1 2 1 is a full service direct response process outsourcing firm that provides turnkey direct response solutions, including program design and development consulting services, outbound and inbound contact centers, direct mail, and fulfillment services.

IPA launched its unique career sales and marketing organization in January of 2006. It has grown to support over 300 career agents with a unique healthcare product portfolio which enables it to provide cost-effective benefits and coverage to individuals and self employed professionals. Part of IPA's business model includes highly qualified leads distributed daily to its dedicated sales organization.

According to Peter Nauert, IPA's Founder, "The combination of IPA's broad product portfolio, dedicated career sales force, and highly targeted, real-time, web-based lead distributions system, positions IPA for incredible growth. We are on pace to exceed \$1,000,000 per week in annualized new sales in the 4th quarter. An integral part of that growth has been 1 2 1's role in our lead generation efforts. IPA has a goal of \$100 million in annualized new premium sales production for 2007. With the efforts of our current sales force and our expected significant expansion, this is an achievable goal for our organization."

"We are proud to be part of IPA's incredible success," said Stuart Discount, CEO of 1 2 1. "It has been exciting for our whole organization to truly partner with IPA by helping it to design and deploy an advanced web-based lead distribution and management system, as well as to create thousands of highly qualified leads for its sales

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organization. This engagement validates 1 2 1's strengths and service excellence throughout the whole spectrum of direct response lead generation solutions."

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.

Inquiries should be directed to:

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ABOUT IPA

Insurance Producers of America (IPA) is an exclusive career marketing organization that specializes in offering major medical, HSA-qualified, specialty hospital/surgical and simplified issue health care plans to middle income Americans, primarily self-employed and small business owners. IPA representatives also offer memberships in America's Business Benefit Association (ABBA), a national organization dedicated to providing access to services and savings for small business owners and the self-employed. For more information, go to www.ipa-america.com.

ABOUT ICM

Insurance Capital Management, Inc. (ICM) provides web-based technology, specialty products and marketing for insurance and financial services. ICM's team of sales, marketing and technology professionals enable insurance, healthcare and financial service companies to improve their product distribution and marketing. ICM 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.icmusa.com.

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