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AIA Benefits Resource Group Named to Who's Who List By Employee Benefits Advisor

Benefits Experts Share Their Picks for the Industry's Stand-Out Performers

First Quarter, 2007— AIA Benefits Resource Group (BRG) , Mechanicsburg, PA, was recently named to the "Who's Who 2006" List of best group benefit brokers in the country by Washington, DC-based *Employee Benefit Adviser*, the No. 1 publication serving employee benefits sellers and advisers.

The 2006 list, compiled from input by benefits experts across the country, identified and honored only eleven brokers that distinguish themselves from their peers by offering superlative service to their clients and what the publication deems "heroes in the industry."

According to Employee Benefit Adviser Editor, David Albertson, "*The employee benefits industry needs heroes. It needs heroes because it is an industry under siege, with rising costs, declining coverage, and hard questions being asked about the very wisdom of the employer-based system.*"

The feature story in the publication highlighting each of the broker honorees included comments from industry experts on expertise of each of the brokers. Vince Pinto from Online Benefits extolled BRG's technology. "*Technology is the link for a broker to really dig their hands into a client,*" Pinto said. "*Many advisors are reactionary when it comes to technology, waiting for their clients or competitors to make a move long before they dare. That's a recipe for third place at best. Proactivity is crucial in the competitive advising marketplace. AIA BRG gets it...and others don't.*"

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About AIA Benefits Resource Group

AIA Benefits Resource Group, one of the most respected employee benefits consulting and brokerage firms in Pennsylvania, is widely known as a powerful employer advocate who consistently identifies and capitalizes on yet unrealized strategic, tactical, and financial opportunities for their clients, resulting in greatly improved benefit plans, employee satisfaction, and financial outcomes.

Unlike actuarial consultants who practice a single plane approach or more traditional benefits advisors who often lack the breadth and expertise needed to be effective in today's complex and ever-changing benefits environment, AIA Benefits Resource Group has earned their position as the leading employee benefits consultants and brokerage firm in the region by amassing a highly credentialed, multi-disciplinary team of benefits professionals who employ groundbreaking, proprietary analytical models and trademark unconventional thinking to provide in-depth analysis, planning and implementation of comprehensive, cutting-edge benefits plans for their clients.

In addition, AIA Benefits Resource Group's unmatched carrier and underwriting relationships enables the BRG team to outperform any of the widely known national and regional consultants who have no local knowledge, relationships or market influence.

AIA Benefits Resource Group Offers a Full Breadth of Services Including:

- Benefits Architectural Consulting
- Underwriting Analysis and Forecasting
- Vendor Management and Negotiation
- HR Consulting & Support
- Benefits Technology and Administration
- Employee Wellness Solutions
- Labor Contract Resolution

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