



SOLERA INSURANCE & FINANCIAL SERVICES PARTNERS WITH BROKER'S LINK TO EXPAND COLORADO SALES TEAM

DENVER, CO, July 15th, 2009 – Solera Insurance & Financial Services, Inc., an insurance marketing company based in Denver, Colorado, today announced that Broker's Link, a locally-operated general agency in the Colorado marketplace, has added Solera's dental insurance and financial services plans to their product suite.

Broker's Link will introduce the following Solera products to its growing base of employee benefit insurance brokers across Colorado:

- Triple Choice Dual Option (TCDO) Dental Insurance plans
- HealthStar Discount Dental, Vision and Rx Plans
- Financial Protection Plus featuring LifeLock

Broker's Link prides itself in providing exceptional service to its broker partners and works with a select group of insurance carriers to offer quality products for its brokers to use. "Broker's Link's emphasis on superior service matches Solera's dedication to unsurpassed service. We are very pleased to have them join our growing team, as it enhances our presence here in the Colorado marketplace," stated Clint Wilson, Vice President-Sales/Marketing for Solera.

"The addition of Solera's product line will allow us to offer our Brokers another competitive dental choice here in Colorado," said Eden Ripingill, GA Account Executive, Broker's Link. "The TCDO plan design offers the customer the flexibility to match the employee benefit to the individuals' need and will result in lowering the overall cost of the employee health benefit."

Solera provides brokers across the US with competitive products, effective technology solutions and marketing assistance to enhance their business. Brokers can very easily appoint to sell Solera's products by visiting the company's website at <http://www.solerainsurance.com>

About Solera Insurance & Financial Services

Solera Insurance & Financial Services, Inc., based in Denver, Colorado, is a marketing firm specializing in the marketing of insurance products and services. Through its national network of independent insurance brokers, Solera markets a variety of competitive insurance products and provides valuable services and technology for its agents, brokers and general agents. For more information about Solera or to locate brokers in your area, please visit the company's website at <http://www.solerainsurance.com/>.

CONTACT INFORMATION:

Peter Kopp
Phone: 720-279-7400
Email: peter.kopp@SoleraInsurance.com
<http://www.SoleraInsurance.com>