



SOLERA INSURANCE & FINANCIAL SERVICES OFFERS NEW FINANCIAL PROTECTION PLUS PLAN FEATURING LIFELOCK

DENVER, CO, February 4, 2009 – Solera Insurance & Financial Services, Inc., an insurance marketing company based in Denver, Colorado, today announced that Solera now offers a Financial Protection Plus product that features the LifeLock identity theft protection service.

Solera's Financial Protection Plus plan bundles:

- LifeLock Identity Theft Protection Service
- Legal Care Direct Legal Services
- Financial Advisory Services

“Solera's new Financial Protection Plus plan provides a unique combination of services designed to provide both proactive financial management and reactive financial support,” stated Peter Kopp, CEO of Solera Insurance. “At this time of financial unrest, this affordable financial program can provide real value for our customers.”

At the heart of Solera's Financial Protection Plus plan is LifeLock, one of the industry leaders in identity theft protection who guarantees their service up to \$1 million. The other bundled services provide consultation and advisory services to round out a valuable service for consumers across the US.

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/>.

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