

Insurance Data Mining Company *LifeAssist*[™] Welcomes Insurance Industry Icons to the Company's Operating and Advisory Teams.

LifeAssist[™] today announced the welcoming of 3 Canadian life insurance gurus Byren Innes, Jim Ruta, and Helena Smeenk-Pritchard to its growing team of life insurance and software professionals.

January 14, 2013 /**Advisor.ca**/ -- LifeAssist[™] by Jacox-Hilton is the leading provider of database mining, lead generation and analytics tools for brokers and distributors of life insurance in Canada. Today the company announced the welcoming of Helena Smeenk-Pritchard to the company's growing operational team as the MGA Implementation Manager, as well as Byren Innes and Jim Ruta to the company's Board of Advisors.

LifeAssist[™] turns inforce data into opportunities for brokers to increase sales and productivity and improve client servicing. This revolutionary tool provides opportunities in the form of client-ready presentations and an analysis tool to clearly convey sales opportunities from within an Advisor's existing book of business or an MGA's orphan block. LifeAssist[™] is built on proprietary analytics focused around finding opportunities to either save on costs or fix a problem policy for existing policyholders. Presentations have an astounding 89% success rate in the meeting.

Helena Smeenk-Pritchard joins LifeAssist[™] as the MGA Implementation Manager with over 35 years industry experience including as the Insurance Product Manager at London Life and as a Coach focused on driving broker productivity. "Helena has remarkable people skills and an eye for finding 'win-wins' for all participants. She has an appreciation for the importance of our product as the industry changes, and her straight-forward, focused approach is a 'win-win' for LifeAssist[™] and our MGA partners" says Cameron Jacox, CEO of LifeAssist[™].

Jim Ruta has held management positions with Confederation Life and Canada Life, and is a Director at GAMA. He is also a TV host on IE:TV, a columnist at the Insurance and Investment Journal, and has spoken on the MDRT Main Platform. Jim is also co-producer of the new Canada Sales Congress. "Jim is the man who simultaneously keeps our industry jumping in the air, as well as firmly on the ground. His passion and expertise have taken our marketing and corporate identity soaring. He knows what brokers want" says Cameron Jacox, CEO of LifeAssist[™].

Byren Innes has held executive positions with Crown Life, ScotiaMcLeod, and Aetna Life, and is an SVP at NewLink Group. He was on the Executive Board of CLIEDIS. "Byren is an expert on the Canadian life insurance distribution channels. Every strategic decision at our company involves Byren and our phenomenal growth has been reliant on his expertise" said Cameron Jacox, CEO of LifeAssist[™].

Mr. Innes and Mr. Ruta join the Board effective immediately. Other high profile appointments are rumored to be in the works.

About LifeAssist[™]

LifeAssist[™] is the leading provider of data mining, in-force lead generation, and analytics solutions to insurance brokers and distributors in Canada. LifeAssist[™] is committed to delivering easy-to-use data monetization and sales support solutions for life insurance with innovation and service unparalleled in the industry. We can be found on the internet at www.lifeassist.ca and www.jacoxhilton.com.

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