

PRESS RELEASE

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MY INSURANCE EXPERT ANNOUNCES PARTNERSHIP WITH GENWORTH LIFE INSURANCE

As of July, 2010, MyInsuranceExpert now offers life insurance along with its health insurance policies

TROY, Michigan (July 13, 2010) — My Insurance Expert, one of the country's leading online services for the comparison and purchase of affordable health insurance plans, is pleased to announce that it has been appointed to sell and distribute Genworth Term Life Insurance policies.

The company's expansion to include life insurance under its umbrella of services means that MyInsuranceExpert's clients can now experience the same high level of customer care and satisfaction while shopping for life insurance as they have while purchasing health insurance.

MyInsuranceExpert has broadened its focus to include life insurance as part of a natural progression toward total client care, allowing buyers to access information and coverage from a company they already know and trust. Partnering with Genworth Life Insurance means that MyInsuranceExpert now offers prospective customers some of the most competitive term life insurance rates in the industry, nationwide.

"This is a great opportunity to serve our clients with one of the best life insurance policies in the business. This is very exciting for us." Lorne Zalesin CEO, My Insurance Expert.

No matter what a client's age, health, or financial situation, MyInsuranceExpert wishes to stress the importance of purchasing life insurance for the protection and security of one's loved ones – the loss of a family member is difficult enough without the added burden of financial strain. By offering some basic information and answering a few simple questions online, MyInsuranceExpert's clients can now receive life insurance quotes and free one-on-one consultations with a licensed Advisor who will help them select a plan and navigate through the entire application process.

About MyInsuranceExpert

With more than three decades of experience, My Insurance Expert is a Michigan-based company dedicated to offering affordable insurance services and support throughout the United States. To find out more, visit www.myinsuranceexpert.com.

About Genworth Life Insurance

Genworth's heritage goes back to 1871, when The Life Insurance Company of Virginia wrote its first policy. For more than 138 years, they have built an extensive family of financially strong, well-respected insurance companies and distribution partnerships across the globe. Today, Genworth Financial, Inc. is a publicly traded company with a presence in more than 25 countries around the world. They are a component of Standard & Poor's 500 Index of Leading U.S. Companies and are ranked in the Fortune 500. Building on this strong heritage, they're focusing on what they do best and what's most important to their customers. Their deep experience in life insurance, long term care insurance and annuities enables them to better understand and anticipate individuals' financial security needs. At Genworth, they believe in the power of a promise. Their promises help people secure their financial lives, families and futures. They are proud to have built a reputation as a company that consistently meets their commitments to their policyholders.

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