

iPipeline Launches Bank and Broker-Dealer Technology Advancement Program with Four Seasons Financial Group to Simplify and Streamline Life and Annuity Processing **FSFG to Deliver Training and Fulfillment Services with iPipeline's Leading Technology to Modernize Processing**

Exton, PA (December 1, 2015) – iPipeline® – a leading provider of cloud-based software solutions for the life insurance industry– today announced the launch of its Bank and Broker-Dealer Technology Advancement Program. Under the program, iPipeline will deliver the next-generation of life insurance and annuity processing solutions to the institutional sales markets along with wholesale fulfillment services. Four Seasons Financial Group (FSFG), a national wholesale provider of life and annuities products, has entered into an arrangement with iPipeline to provide product, training and fulfillment services to banks and broker-dealers who will be using iPipeline's leading multi-carrier platform for life insurance, annuities or both.

"iPipeline is aware of the challenges faced by banks, broker-dealers, and other institutional sales sources to initiate and streamline their life and annuities sales, suitability reviews, order entry and policy delivery. Whether the products are simplified issue or fully underwritten, advisors can leverage iPipeline's one-stop platform to provide health class estimations and quotes, gain access to CRM data, complete an e-App or order entry, ensure compliance, and manage policy delivery. Our new Technology Advancement Program for institutional sales gives everyone the chance to accelerate sales through a world-class platform," said Tim Wallace, CEO, iPipeline. "Four Seasons Financial Group is an advocate of using technology to simplify what can become an unnecessarily complex sales process. We are pleased to have them leading the charge to bring our technology along with their product delivery, training and fulfillment services to the institutional market."

"Four Season Financial Group is excited about partnering with a market leader like iPipeline that shares our passion to improve the current process for selling annuity and insurance products. We tend to make it too difficult for advisors to sell our products and for their customers to buy them," said James J. Sorebo, CLU, President & CEO of FSFG. "iPipeline's solutions will drastically improve upon the current selling and processing experience for annuities by eliminating ongoing ticket charges, reducing other expenses, and adding market leading suitability oversight to support annuity sales. On the life side, the solutions will make an even bigger difference, cutting underwriting that normally takes weeks down to as little as minutes. Technology will be the difference maker for the carriers, distribution partners seeking larger profit margins, and - most importantly - for customers seeking a better process via a digital buying experience."

"One thing we definitely know about advisors in the bank and credit union channel is that they are always looking for the Easy Button and the sales path of least resistance," said Scott Stathis, Managing Partner with Stathis Kucholtz Partners. "Life insurance is one of the biggest unrealized opportunities in our channel, and one of the most significant factors blocking success is the convoluted sales and execution process. Simplifying that process is a big win and will dramatically increase life sales."

About iPipeline

iPipeline is a leading provider of cloud-based software solutions for the life insurance industry. Through our SaaS solutions, we accelerate and simplify insurance sales, compliance, operations and support. We provide process automation and seamless integration between every participant in the life insurance industry including carriers, agents (such as financial advisors and independent insurance agents), distributors (such as banks, broker-dealers and general agencies) and consumers. Our innovative solutions enable automated processing for pre-sales, point-of-sale execution of applications, post-sale support, reporting, consumer delivery and agency management.

iPipeline provides the process automation and seamless integration needed on a global basis to make a sale by aggregating more than 120 carriers, 875 distributors and financial institutions, and their producers and licensed advisors in a cloud-based environment. With headquarters in Exton, Pennsylvania, iPipeline has locations in Cheltenham (UK), Fort Lauderdale, Horsholm (DK), Huntersville, Philadelphia, Salt Lake City, Tokyo, and Vancouver. Visit us at www.ipipeline.com. [Join us at Connections 2016](#) from March 9-11, 2016 at the ARIA in Las Vegas.

About Four Seasons Financial Group Inc.

Four Seasons Financial Group Inc., founded in 1993, is a national wholesale provider of insurance and investments products and the technology solutions to streamline selling and buying processes to the institutional markets. FSFG works with over 250 banks and broker-dealers and over 5,000 financial advisors. For more information, please visit: www.fsginc.com

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