



## **BENEFITMALL ACQUIRES NAS FINANCIAL SERVICES**

**(Dallas – March 15, 2010)** BenefitMall, one of the nation’s leading broker services companies, announced today that it has acquired NAS Financial Services, a General Agency that provides solutions for Group Health, Life and Disability clients. NAS Financial Services is a wholesale insurance agency assisting clients in the New Jersey, New York and Pennsylvania markets. As a privately owned agency since 1989, NAS Financial Services delivers outstanding service to its Carrier Partners and Brokers in the tri-state area.

“NAS Financial Services is a progressive and successful company that we are pleased to welcome to our team,” said Bernard DiFiore, President and CEO of BenefitMall. “This acquisition is an excellent opportunity for BenefitMall to continue to expand our tri-state service area, as well as our product offerings. It also reaffirms our commitment to the Northeast region, and reinforces our position as the largest employee benefits General Agency in the nation.”

Ken French, co-founder, President and CEO of NAS Financial Services, commented, “As one of the largest national employee benefits General Agencies, BenefitMall offers us the opportunity to expand our products and services across state lines. We’ve built our reputation on delivering superior service and with this next step we remain committed to our loyal customers.”

Jim Stenger, NAS Financial Services co-founder, and Executive Vice President, also stated, “This new partnership will enable us to continue providing our customers with more opportunities to grow their business and even higher levels of service.”

BenefitMall will gain an office in Morristown, New Jersey, which along with its seven existing offices in New Jersey and New York, will increase service provided to Brokers throughout the tri-state area. This acquisition will expand BenefitMall’s ability to reach numerous client prospects and strengthen its Carrier relationships.

Mystic Capital Advisors Group, LLC provided transaction advisory services to BenefitMall.