

I want to take a moment and thank you for your business and continued support. Inside this envelope, along with your policy, you'll find an orange and blue bracelet with the words "Life Happens" molded into the side.

"What Is This Bracelet, And Why Did We Send It To You?"

*Back in 1994, a friend of mine, and past President of NAIFA, David Woods started an organization called the **Life and Health Insurance Foundation for Education (LIFE)**. Their mission was to address the public's growing need for information and education about life, health, disability and long-term care insurance, and to remind people of the important role that brokers like you perform in helping families, businesses, and individuals find the insurance products that best fit their needs. For the past 2 years I have had the honor to serve as a member of the LIFE Board of Directors, and am amazed to see firsthand how LIFE is able to educate agents, carriers and the general public about the essential role life insurance plays in securing the future of so many people.*

In the summer of 2006 as part of a national marketing campaign, LIFE started distributing "Life Happens" bracelets to brokers as a way of reminding people that life is unpredictable, and that you need to plan ahead for life's uncertainties. Try wearing it for a week and see how many times someone asks you what it's about. There is no better way to start a conversation about all the ways you can help protect them and their families, then when they open the door themselves.

To support this campaign, CPS Insurance Services is going to include a "Life Happens" bracelet with all of our policies. It's my hope that by doing so, it will help expose you and your clients to the valuable education and services available through LIFE. I also invite you to log onto the LIFE Web site at www.Life-Line.org and take a look at all of the other educational and marketing products and services they have to offer. If you would like to participate in the "Life Happens" campaign yourself, bracelets can be ordered directly from the Web site at .50¢ each. Maybe one of the least expensive marketing tools you'll ever use.

Thank you again for your business and support.

Sincerely,

*Peter Holden, CEO
CPS Insurance Services*