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TELLUS AND CAPITAS ANNOUNCE STRATEGIC RELATIONSHIP

Affiliation strengthens footprint serving independent agents and financial advisors

Parsippany, N.J. (August 4, 2017) – Tellus Brokerage Connections, a Crump company, and Minneapolis-based Capitas Financial, Inc., today announced a strategic relationship with Capitas’ agencies becoming members of the Tellus independent agency network, creating one of the largest life insurance distribution groups in the U.S., said Senior Vice President and General Manager, Tellus Brokerage Connections Jim Duff.

“This affiliation supports both organizations’ long-term strategy of growth, bringing Capitas agencies access to the Tellus resources and processes and strengthening their collective focus on supporting clients in the institutional marketplace,” Duff said.

“Combining the strengths of Tellus and Capitas helps to cover the gaps that exist in the financial institution marketplace and enhance the ability to recruit new agencies to both Capitas and Tellus, while also maintaining the Capitas brand,” said Capitas Financial Chief Executive Officer Blake Mohr.

Following the existing Tellus business model, Capitas agencies will continue to transact and interact directly with each carrier and manage their own cases, and Capitas Financial will continue to manage the relationships for the Tellus/Capitas member firms that work in the institutional space. Tellus will provide member firms with product and underwriting information, technology and support.

“By striving to help member firms grow in today’s challenging business environment, Tellus fills an important niche in the marketplace and in the Crump business portfolio,” said Crump President Robert Carney. “Crump has and will continue to provide a broad spectrum of insurance solutions to meet the diverse needs of the marketplace. This new relationship demonstrates the strength of our value proposition as well as the opportunities for future growth throughout all our distribution channels.”

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About Capitas Financial, Inc.

Capitas Financial, Inc. is a national organization made up of more than 130 experienced life insurance advisors who offer a multi-carrier life insurance portfolio of products and unbiased consultative assistance to financial professionals and their clients. Capitas Financial delivers the strength of a national organization excelling in the high net worth and business owner planning markets, coupled with unrivaled local customer service.

About Tellus Brokerage Connections

[Tellus Brokerage Connections](#) is a national network of approximately 50 independent life brokerage general agencies that maintain their brand and own their businesses, while utilizing the industry leading resources that Tellus makes available. Tellus enhances its member agencies' long-term viability, value to clients and overall business growth by offering a selection of carriers, products, services and technology solutions.

Tellus, a wholly-owned subsidiary of Crump Life Insurance Services, was formed in 2009 to bring technology and insurance industry efficiencies to independent brokerage general agencies by fulfilling administrative and noncore functions, enabling them to focus on client acquisition, marketing and service. Contact us at marketing@tellusbrokerage.com.

About Crump Life Insurance Services

[Crump Life Insurance Services](#) is a leading, independent wholesale distributor of life insurance, linking a national network of approximately 200,000 financial services professionals with the products manufactured by approximately 100 highly rated insurance companies. Crump supports the distribution of life, long-term care, disability and annuity products with the industry's premier sales and back-office support services.

Crump's technology-driven insurance distribution solutions are among the insurance brokerage industry's most advanced. Crump Life Insurance Services includes the following brands: [InsureNOW Direct](#), Crump Potomac Affluent Markets, [RiskRighterSM](#), [Tellus Brokerage Connections](#) and [TIME](#). Crump is part of [BB&T Insurance Holdings, Inc.](#) Connect with Crump on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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