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**CRUMP NAMES NEW PRESIDENT**  
Robert Carney Promoted to President

**Roseland, N.J.** (May 27, 2016) -- Crump Life Insurance Services today announced that, effective July 1, Rob Carney will be promoted to president, replacing Brian Winikoff who will be leaving the company to pursue another opportunity. Carney will report to John Howard, who is chairman and CEO of Crump's parent company, BB&T Insurance Holdings Inc.

"In his 11 years with Crump, Rob has managed almost every area of the business including Institutional Sales Leadership, Business Development, Carrier Relations, Solution Centers, Marketing, Advanced Markets, Underwriting, Technology, and Tellus. Having been a longstanding and respected member of our senior leadership team, he is well prepared for this next step," Howard said.

"I look forward to working with the strong team Brian has developed here at Crump and building on our momentum in the marketplace. Our outstanding associates, supported by our carrier partners, will allow us to achieve our goals of delivering exceptional service and products to our clients," Carney explained.

"I would like to thank Brian for his leadership and contributions to the Crump organization and wish him continued success in his new role," Howard added. "I have tremendous confidence in the entire Crump leadership team and their ability to continue to drive growth in the industry. Collectively, we want to reinforce our unwavering, ongoing commitment to our strategy, our associates and our clients."

Prior to joining Crump in 2004, Carney worked for a major northeast life insurance carrier in a variety of roles with increasing leadership responsibilities. These roles included marketing, strategic planning and analysis, and internal consulting for several lines of business. Before entering the financial services industry, he held several sales and marketing positions at a major telecom provider. A graduate of Rutgers University with a bachelor's degree in economics, he earned his MBA from Seton Hall University. A New Jersey native, Carney lives in Basking Ridge, N.J., with his wife and four children.

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**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, [RiskRighter<sup>SM</sup>](#), [Tellus Brokerage Connections](#) and [TIME](#). Crump is part of [BB&T Insurance Holdings, Inc.](#) Connect with Crump on [Facebook](#), [LinkedIn](#) and [Twitter](#).

**About BB&T Insurance Holdings**

Raleigh, N.C.-based BB&T Insurance Holdings, the fifth largest insurance broker in the U.S. and the sixth largest internationally, is a wholly owned subsidiary of BB&T Corporation. BB&T Insurance Holdings operates more than 200 insurance agencies through subsidiaries BB&T Insurance Services, BB&T Insurance Services of California, McGriff, Seibels & Williams, CRC Insurance Services, Crump Life Insurance Services and AmRisc, LLC. Visit <http://Insurance.BBT.com> to learn more.

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