



Merger & Acquisition Services
serving the insurance industry



www.merger-acquisition.net

For Immediate Release

BenefitMall acquires NAS Financial Services

New York, New York— 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. "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."

Christopher Hughes with Merger & Acquisition Services, Inc. acted as the exclusive advisor to NAS Financial Services. "We are exceptionally pleased with Chris' hard work and dedication to making this transition a reality for us. His Marine Corps training was apparent from beginning to end— we would highly recommend Chris to anyone in the market to sell their insurance firm," said Ken French, Sr., President and Co-founder, NAS Financial Services, and Jim Stenger, Executive Vice President and Co-founder, NAS Financial Services. Michael Griffin and A.J. Kritzman with Edwards, Angell, Palmer & Dodge acted as legal advisors to NAS Financial Services.

BenefitMall is the largest General Agency in the country supporting brokers in the selling of employee benefits to small businesses and has sales and support offices in 33 U.S. markets serving 11 states. BenefitMall sells more than \$4 million every business day through a national network of more than 15,000 independent Brokers who are registered with them. Headquartered in Dallas and in business for 25 years, BenefitMall offers small-business brokers thousands of plans from more than 100 leading insurance carriers, either directly through the Company's sales offices, or via its website, <http://www.benefitmall.com>.

Merger & Acquisition Services, Inc. is a specialist advisory and financial services Firm to the insurance and reinsurance industry, with offices in New York, Atlanta & Hartford. Founded in 1999, the Firm and its affiliate provides investment banking and insurance consulting services, including; merger & acquisition advisory, capital raising, valuations, program placements / fronting, and reinsurance advisory. Merger & Acquisition Capital Services, Inc., is a registered broker-dealer and member FINRA / SIPC. To learn more about Merger & Acquisition Services, please visit the company's website at <http://www.maservices.com>.

New York Office

336 East 53rd Street
4th Floor
New York, NY 10022
Tel: 212.750.0630
Fax: 917.591.8998

Hartford Office

109 Pitkin Street
East Hartford, CT 06108
Tel: 860.367.8720
Fax: 860.760.6838

Atlanta Office

3525 Piedmont Road
7 Piedmont Center; St 300
Atlanta, GA 30305
Tel: 770.417.1119
Fax: 404.521-4781

info@merger-acquisition.net
<http://www.merger-acquisition.net>

