

Press Release
Bloomfield, CT
January 8 , 2009

Actuarial Strategies, Inc. Recruits Financial Services Senior Executive

Mary M. Fay to join firm January 5

Bloomfield, CT: Actuarial Strategies, Inc. (ASI) is pleased to announce that Mary M. Fay has joined the firm as Executive Vice President, effective January 5, 2009. Mary will focus on expanding the company's penetration of the retirement market sector. Mary will lead ASI's Marketing and Strategy Development and Operations, as well as contribute to Product and Business Development efforts.

During her distinguished 25-year career, Mary has held senior executive positions with some of the financial services industry's premier companies, running large businesses and leading product and marketing innovation and operational efficiency initiatives. Most recently, she served as Senior Vice President and General Manager of the Annuities Business with Sun Life Financial, one of the industry's remaining multi-line annuity carriers. Under Mary's leadership, Sun Life Annuities net income rose 150% and ROE nearly tripled. Sun Life's sales run rate doubled, and market share significantly increased as a result of innovative products such as the patent pending *Income on Demand* variable annuity. Sun Life also earned industry accolades as the "number 1 variable annuity provider" from *American Bankers* and earned a *Stevie* marketing award.

Prior to joining Sun Life, Mary was Site President/Client Relationship Leader at GE Financial's Employee Benefits Group. Mary has also held senior positions at GE Financial as SVP Variable Annuities; Travelers Life and Annuity, Director of Marketing; CIGNA, and The Hartford Financial Services Group. While at GE, she obtained a patent for GE Financial's *GE Retirement Answer* variable annuity. While Mary led GE's Variable Annuity line, the company rose from a number 30 industry player to number 15.

"We are extremely pleased to have Mary join our firm", said Cary Lakenbach, President of ASI. "She is widely known and recognized as an industry expert and as a builder of successful businesses. We look forward to having her help us grow our business. Her impressive track record of successfully leading businesses and launching innovative products combined with her product, marketing, and operational expertise will allow us to provide greater value to our clients."

“Actuarial Strategies, Inc. has an outstanding reputation for offering innovative, tailored solutions for their clients”, stated Mary Fay. “Their focus has always been on finding the optimum way to achieve their clients’ goals. I am thrilled to join the organization and further establish ASI as a thought leader in financial services.”

Mary is a member of and frequent speaker at NAVA and LIMRA. She holds Series 6 and Series 26 securities licenses. A graduate of Skidmore College, Mary earned her MBA from Rensselaer Polytechnic Institute. She also serves on the board of overseers at Newton Wellesley Hospital.

Based in Bloomfield, CT, Actuarial Strategies, Inc. was started in 1991. The firm provides product, marketing, actuarial (pricing, state examinations, risk management, valuation) consulting services as well as other programs and solutions tailored to its client base. ASI’s client list is extensive, and includes many large, mid-size, and smaller US and Canadian insurers.

For further inquiries, please contact a company representative at (860) 726-9292 or via email at actuaries@actstrat.com. You can also access ASI at www.actstrat.com. The company’s headquarters is One Northwestern Drive, Suite 103, Bloomfield, CT. 06002

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