

GoHealth to Distribute Guarantee Trust Life Products

Chicago, IL - October 7, 2011 – GoHealth VMO, a unique insurance agency that combines direct access to leads and leading-edge online technology, has signed a national distribution agreement to market Guarantee Trust Life products. Norvax, the health insurance industry's leading provider of sales automation and web marketing tools, is proud to announce that Guarantee Trust Life Insurance Company has joined the Norvax quoting platform. GoHealth agents using the Norvax quote engine can now provide the most up-to-date quotes for their Critical Illness clients.

Founded in 1936 and celebrating 75 years in the Insurance Industry, Guarantee Trust Life Insurance Company continues to build upon its core family values of personal customer service, quality products and successful partnerships. Through its independent agents and brokers, Guarantee Trust Life (GTL) now serves individuals and families in 49 states as well as the District of Columbia.

“We are very excited to include Guarantee Trust Life as a major carrier to our quoting platform,” says Clint Jones, CEO of Norvax. “With the addition of GTL’s Critical Illness, insurance agents using the Norvax quote engine will now be able to offer their online clients immediate access to one of the most respected insurance providers in America.”

In addition to the Critical Illness plans, (GTL) offers a broad portfolio of competitive insurance products, including health, accident, life, special risk insurance programs, and more. With Guarantee Trust Life insurance now on the Norvax quoting platform, qualified agents will have the technology to:

- Automatically update rate and terms
- Generate and send professional proposals in minutes
- Embed in website for 24/7 lead generation
- Integrate with full suite of sales automation and online marketing tools

Guarantee Trust Life (GTL) strives to provide superior customer service and insurance products at a personal level, a philosophy GoHealth and Norvax support, which is why adding them as a carrier took precedence.

GoHealth Provides Important Tools for Agents

GoHealth Virtual Marketing Organization (VMO) provides agents with a quality lead source, a lead management system, and BrokerOffice™ technology for premium rate quoting and online application submission for many products.

GoHealth also provides its agents with commission payments, including year-end 1099 reports; agent support through a dedicated agency services staff of trained professionals; and agent appointment, including screening and processing of paperwork and a centralized point of contact.

For full details on how the GoHealth program works or for an appointment with GTL, contact GoHealth at 877-596-5611 (phone) or email: agencyervices@gohealth.com.

About GoHealth, LLC

By combining traditional agent distribution, coupled with the power of leads and technology, we provide a dynamic industry-leading sales organization focused on the success of our agents. GoHealth's senior executives are seasoned professionals, with over 100 years of combined sales and management experience in the health insurance industry.

Our objectives at GoHealth are simple: Build consumer value, persistent business and long-term success for our distribution partners. In achieving these objectives, GoHealth utilizes consumer websites to provide information and access, including gohealthinsurance.com.

About GoHealthInsurance--GoHealthInsurance.com makes buying health insurance simple. GoHealthInsurance explains health coverage options in plain English, provides free health insurance quotes, connects shoppers with local agents, and helps consumers choose plans that meet their health and budget needs.

Contact: Agency Services; agencyervices@gohealth.com or 877-596-5611