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FOR IMMEDIATE RELEASE

**THE AMACORE GROUP REPORTS FINANCIAL RESULTS FOR
THE 2008 FOURTH QUARTER AND YEAR END**

--Revenue Growth Fueled By New Products, Increased Memberships and Acquisitions--

MAITLAND, FL, April 2, 2009 -- The Amacore Group, Inc., (OTC BB: ACGI), a leader in providing membership benefit programs, insurance, and program administration services, as well as innovative and cutting-edge products and solutions to individuals, families and employer groups nationwide, reports its financial results for the fourth quarter and year ended December 31, 2008.

Jay Shafer, Chairman and Chief Executive Officer of Amacore Group said, "Our Company continues to build on the strong foundation we laid in early 2007. Both our quarterly and year-over-year revenue growth have been strong, reflecting the success of new product introductions, expanded distribution channels and key strategic acquisitions resulting in more than a 500% increase in membership revenue. Given the dramatic and unsure course of the economy, increase in unemployment, and reduction in discretionary household income, businesses and families alike are seeking to cut costs in any way possible, including a keen focus on health care costs. We are confident that, in this environment, Amacore is poised to continue to grow through our variety of quality, affordable health care programs."

In addition to its new products, distribution enhancements, and acquisitions, Amacore has also instituted a number of cost-cutting changes designed to directly impact its expense and cost structure, producing both immediate and long term savings. The Company has consolidated offices, renegotiated agreements and terminated a number of outside consultants, resulting in cost savings of approximately \$100,000 per month. Amacore has also instituted a number of changes to its senior management team to more fully align senior management with the execution of the Company's strategy. Jay Shafer was appointed Chairman and Chief Executive Officer. Guy Norberg was appointed President. Michael Cairo was appointed Senior Vice President of Sales. The Company also filled the Board of Director vacancies by appointing Guy Norberg, Shad Stastney and Chris Phillips as Directors. In line with Amacore's growth strategy, the Company has reduced its dependency on smaller telemarketing companies, and broadened distribution channels to include the best in class call centers, direct response, agent distribution, wholesale, employer market and the direct-to-consumer channels. In addition, the Company plans to enter the Direct Response Television market in the upcoming months as both a new distribution channel and cost-effective revenue stream.

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Guy Norberg, President of Amacore commented, "While our revenue increased tremendously in 2008, our new management team reviewed the Company's operations and cancelled certain contracts that required significant upfront funding and were not performing as profitably as desired. Additionally, we launched several new products and significantly increased our sales and marketing efforts.

I am very encouraged by the focus and commitment of our new management team, and by the strategic changes we've implemented throughout the past year. Amacore enjoys a singular focus on strategic goals of expansion: expansion into new customer market segments, expansion of our geographical presence, expansion of our distribution network, expansion of our product lines, and expansion of partner and marketer opportunities to help drive growth. In addition, Amacore is committed to continually examining all of our expenditures to ensure we are operating as efficiently as possible. With our new team in place, we intend to capitalize on changing socio-economic conditions to capture and capitalize upon new opportunities in the marketplace."

Operating expenses for the year ended December 31, 2008 were \$46.5 million; \$20.8 million of which were non-cash items. Significant non-cash items include the write-down of goodwill and intangible assets of \$15.3 million, amortization and depreciation of intangible and fixed assets of \$3.4 million and share-based compensation expense of \$2.1 million.

Some of the business highlights included:

- Revenue growth was up 500 plus % primarily from internal product sales in its direct response and inbound room channel.
- US Health Benefits Group (USHBG), acquired in April 2008, contributed \$4.2 million in revenue. USHBG is a fifty-seat, inbound telemarketing call center that markets association member programs and health insurance plans to individuals and families throughout the U.S. Based upon a number of factors in connection with USHBG, we incurred a non-cash charge of \$5.9 million to reduce goodwill and intangible assets. Excluding the effects of the impairment charge, the net loss was approximately \$772 thousand for this division.
- After careful review of our marketing contracts, we have taken steps to negotiate new marketing contracts with more favorable terms for the Company, including new provisions like trial production periods, enhanced compliance protections, and a commission payment structure focused on billable sales. The Company's expectations are that the restructured contracts will lead to decreased selling and marketing costs and increased profitability.
- Subsequent to the end of the year, Amacore consolidated its Florida offices, established new headquarters in Maitland, Florida. It is expected that this consolidation and change in headquarters will reduce operating expenses by approximately \$540 thousand per year. The Company expects to begin to realize the cost savings in the third quarter of 2009 as many contractual obligations will by then expire.

Mr. Shafer added "We are also encouraged by the continuing and consistent endorsement and support from our majority shareholder, Vicis Capital LLC. From January 2008 through December 2008, Amacore received proceeds of \$21.5 million in multiple tranches through the sale of preferred stock to Vicis. Since the beginning of 2009, Vicis has invested an additional \$8 million in capital, in several tranches. Additionally, we appointed a new independent registered public accounting firm in late November 2009: McGladrey & Pullen, LLP. The Amacore Board of Directors believe McGladrey & Pullen, with its national scope and greater depth of service, will better serve Amacore's needs as its business expands."

Financial Highlights

Fourth Quarter and Full Year Ending December 31, 2008

Revenue for the fourth quarter ending December 31, 2008 was \$8.2 million, compared with \$3.5 million during the fourth quarter of 2007. For the full year, revenue was \$29.5 million compared with \$4.3 million in the prior year period. Increased revenue for the quarter and full year periods is the result of the Company's successful expansion of new product offerings, the growth in the Company's membership base as well as its acquisitions of LifeGuard and JRM in 2007, and USHBG in 2008.

Gross profit for the fourth quarter 2008 improved to \$2.7 million, compared with \$1.9 million for the 2007 quarter, and \$8.7 million for the full year, compared with \$2.1 million in for the prior year. Gross profit margin for the fourth quarter of 2008 was 32.5%, compared with 52.7% in the comparable 2007 period. The decrease in gross profit margins was the result of product sales mix as well as sales of products containing medical benefit cost components which tend to have higher cost of sales. For the full year of 2008, gross profit margin was 29% compared with 48% in 2007. The decline in full-year gross profit margins was due again due to increased sales of products containing medical benefit cost components.

Operating expenses for the fourth quarter 2008 decreased to \$9.0 million, compared with \$15.9 million in the 2007 fourth quarter period. For the year, 2008 operating expenses were \$46.5 million, compared with \$23.3 million in 2007. The decline in operating expenses in the fourth quarter was primarily due to a decrease in stock-based compensation paid to employees, directors and consultants. Full-year operating expenses increased because of the aforementioned non-cash expenses as well as significant sales incentives and lead cost recognized as selling and marketing expense.

Included in the full year 2008 operating expenses was a non-cash, \$15.3 million impairment loss on goodwill and other intangible assets for acquired businesses. There was no impairment loss in 2007. The impairment loss recognized in 2008 resulted from current economic conditions and a comparison of the historical budget to actual performance.

Additionally, because of the Company's acquisitions and sales incentives, it incurred higher expenses for sales and marketing as well as payroll and employee benefits expenses, when excluding the effects of stock-based compensation that was paid for the years. Stock-based compensation for the year ended December 31, 2008 and 2007 was \$2.1million versus \$13.1 million.

Net loss available to common stockholders for the fourth quarter 2008 was \$11.0 million, or \$0.07 per share, compared with a net loss of \$14.5 million, or \$0.12 per share in the 2007 fourth quarter. For the 2008 full year the net loss available to common stockholders was \$41.9 million of \$0.28 per share, compared with a net loss of \$22.3 million or \$0.19 per share for the 2007 full year period. Included in the net loss for the year ended 2008 was a significant non-cash, \$15.3 million impairment loss on goodwill and other intangible assets related to the acquisitions of JRM, LifeGuard and USHBG. Excluding the effects of the impairment charges, net loss for the full year 2008 would have been \$18.6 million.

Mr. Shafer concluded, "With all of the changes that have taken place, I believe we now have the right people, the right product offerings, and the proper tools to drive our business and drive accelerated growth and expansion. We are already seeing results from our investments in the first quarter of 2009 with an increase in our membership and the successful roll out of a number of new products. The many health initiatives that are being taken by the current administration in Washington, we believe, will only help us as we market our health-related membership benefit plans. Although it is too early to make any projections about 2009, we are encouraged by the acceptance we are seeing of our projects. We believe 2009 will prove to be a successful year, with increased revenue and a substantial reduction in costs."

About The Amacore Group, Inc. (www.amacoregroup.com)

The Amacore Group, Inc. is primarily a provider and marketer of healthcare related products, including healthcare benefits, vision and dental networks, and administrative services such as billing, fulfillment, patient advocacy, claims administration and servicing. The Company primarily markets healthcare-related membership programs such as limited and major medical programs, supplemental medical and discount dental programs to individuals and families. It distributes these products and services through various distribution methods such as its agent network, direct response marketing companies, DRTV (Direct Response TV), inbound call centers, in-house sales representatives, network marketing and affinity marketing partners. The Company's secondary line of business is to place membership programs through these same marketing channels. These membership programs utilize the same back office and systems creating marketing efficiencies to provide low cost ancillary products such as pet insurance, home warranty, involuntary unemployment insurance, and accident insurance.

This press release contains forward-looking statements that are subject to risks and uncertainties. These forward-looking statements include information about possible or assumed future results of our business, including anticipated growth, new products and services, new business development and opportunities, anticipated revenues, anticipated revenue growth, expenses, profitability, losses and profit margins. In some cases, you may identify forward-looking statements by words such as "may," "should," "plan," "intend," "potential," "continue," "believe," "expect," "predict," "anticipate" and "estimate," the negative of these words or other comparable words. These statements are only predictions. One should not place undue reliance on these forward-looking statements. The forward-looking statements are qualified by their terms and/or important factors, many of which are outside the Company's control, involve a number of risks, uncertainties and other factors that could cause actual results and events to differ materially from the statements made. The forward-looking statements are based on the Company's beliefs, assumptions and expectations of the Company's future performance, taking into account information currently available to the Company. These beliefs, assumptions and expectations can change as a result of many possible events or factors, including those events and factors described in "Risk Factors" in the Company's Annual Report on Form 10-KSB for 2007 filed with the Securities and Exchange Commission, not all of which are known to the Company. The Company will update the information in this press release only to the extent required under applicable securities laws. If a change occurs, the Company's business, financial condition, liquidity and results of operations may vary materially from those expressed in the aforementioned forward-looking statements.

(Tables Follow)

THE AMACORE GROUP, INC.
CONDENSED STATEMENTS OF OPERATIONS
Three Months Ended December 31, 2008 and 2007

	<u>2008</u>	<u>2007</u>
Revenues	\$ 8,222,229	\$ 3,513,400
Cost Of Sales	5,553,383	1,660,407
Gross Profit	<u>2,668,846</u>	<u>1,852,993</u>
Operating Expenses	9,041,074	15,844,343
Other Income (Expense)	2,293,056	46,147
Net loss	(4,079,172)	(13,945,203)
Preferred stock dividend and accretion	(6,901,386)	(596,237)
Net loss available to common stockholders	<u>\$ (10,980,558)</u>	<u>\$(14,541,440)</u>
Basic and diluted loss per share	<u>\$ (0.07)</u>	<u>\$ (0.12)</u>

For the Years Ended December 31, 2008 and 2007

	<u>2008</u>	<u>2007</u>
Revenues	\$ 29,461,822	\$ 4,320,862
Cost Of Sales	20,806,246	2,225,947
Gross Profit	<u>8,655,576</u>	<u>2,094,915</u>
Operating Expenses	46,511,037	23,278,059
Other Income (Expense)	3,927,100	(47,042)
Net loss	(33,928,361)	(21,230,186)
Preferred stock dividend and accretion	(8,054,985)	(1,046,134)
Net loss available to common stockholders	<u>\$ (41,983,346)</u>	<u>\$ 22,276,320)</u>
Basic and diluted loss per share	<u>\$ (0.28)</u>	<u>\$ (0.19)</u>

Amacore Group, Inc.
Condensed Consolidated Balance Sheets

	<u>As of December 31,</u>	
	<u>2008</u>	<u>2007</u>
ASSETS		
Current assets	\$ 4,006,054	\$ 4,135,259
Property, plant and equipment	863,537	418,356
Other assets	<u>12,324,509</u>	<u>14,725,250</u>
Total assets	<u>\$ 17,194,100</u>	<u>\$ 19,278,865</u>
LIABILITIES AND STOCKHOLDERS'		
(DEFICIT) EQUITY		
Current liabilities	\$ 11,219,123	\$ 11,611,117
Long-term liabilities	15,211,602	673,390
Stockholders' (deficit) equity	<u>(9,236,625)</u>	<u>6,994,358</u>
Total liabilities and stockholders' (deficit) equity	<u>\$ 17,194,100</u>	<u>\$ 19,278,865</u>

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