



Company Contact:

Jay Shafer, Chief Executive Officer
The Amacore Group, Inc.
407-805-8900

Investor Relations Contact:

Porter, LeVay & Rose, Inc.
Michael J. Porter, President
212-564-4700

FOR IMMEDIATE RELEASE

**THE AMACORE GROUP TO LAUNCH DIRECT RESPONSE TELEVISION CAMPAIGN
FOR ITS ELITE DENTAL PLAN WITH OMNIRELIANT**

-DRTV Campaign Marks Expansion Into New Distribution Channel –

-Campaign Expected to Begin in May -

MAITLAND, FL, May 7, 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 announces the development of a direct response television campaign for its Elite Dental Program. Elite Dental™ is a practical and affordable dental insurance plan providing savings for individuals and families at an extensive dental network of over 80,000 dentists nationwide. To develop and manage the direct response campaign for Elite Dental, Amacore has retained OmniResponse, a division of OmniReliant Holdings Inc.

OmniResponse is a full-service, integrated, direct response marketing company offering a comprehensive suite of services that spans all primary media channels. OmniResponse has successfully launched numerous direct response initiatives. OmniResponse and Amacore expect to premiere the first Elite Dental commercial in May 2009, with commercials reaching millions of households nationwide.

Commenting on the new Elite Dental direct response initiative, Amacore CEO Jay Shafer said, "We believe this direct response television campaign will serve as an excellent opportunity to efficiently and profitably expand Amacore's distribution channels, increase exposure to Amacore's quality portfolio of products, and drive new sales. Elite Dental, which Amacore began offering in January 2009, brings low-cost dental services to employers as well as individuals who are either uninsured or underinsured. We believe this direct response project with OmniResponse will be the first of many and will help Amacore extend its growing presence in the marketplace. We are looking forward to working with OmniResponse, a company known for its ability to create innovative direct marketing campaigns that increase sales, produce leads, maximize brand awareness, and increase ROI."

Paul W. Morrison, President of OmniResponse, said, "OmniResponse has enjoyed great success developing effective initiatives centered around consumer products. Working with Amacore will allow us to broaden our reach into health and wellness programs as well. This is an exciting collaboration, and will be hopefully one of many. We anticipate excellent results."

-more-

Kevin Harrington, Senior Project Consultant for OmniResponse and author of 'ACT NOW! How I Turn Ideas Into Million-Dollar Products', added, "There is no better way to build brand recognition or move millions of products down the pipeline than a direct response media campaign and its key sales driver: the 'infomercial'. We are excited and glad to be a part of the Elite Dental initiative, as it is a program that meets the urgent needs of thousands of individuals and families".

Amacore President, Guy Norberg concluded, "In addition to the Elite Dental campaign, Amacore and OmniResponse are exploring additional opportunities to further expand our relationship. We believe that Amacore's portfolio of high quality products and program development acumen, and OmniResponse's expertise in direct response marketing programs, are the building blocks for a strong, lucrative, and long-term relationship."

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.

About OmniResponse (www.omnireliant.com)

OmniReliant Holdings is a holding company representing a portfolio of companies that utilize direct response to establish, build, and grow brands. OmniReliant, through its subsidiaries, engages in the creation, design, distribution, and sale of affordable products available to U.S. and international consumers. The corporate offices of OmniReliant are located 14375 Meyrlake Circle Clearwater, Florida 33760. OmniReliant questions may be addressed to Paul W. Morrison, CEO, at 727-230-1031.

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.

#####