

# The Amacore Group Implements Changes to Its Business Model for JRM Benefits Consultants to Improve Profitability

MAITLAND, Fla. - (BUSINESS WIRE) - The Amacore Group, Inc., (OTCBB:ACGI), a leader in providing membership benefit programs, insurance programs, and other innovative and high-quality benefit solutions to individuals, families and employer groups nationwide, following a detailed strategic and financial analysis, has revamped and retooled its JRM Benefits Consulting Division's ("JRM" ) sales channels and strategy. The new approach will migrate sales activity to an agent distribution network model and reduce its focus on call center services. This strategic move is expected to reduce JRM's operating expenses, and is an important step in achieving divisional profitability.

As part of its strategy, JRM has recruited seasoned career agents to sell Amacore's suite of insurance products. JRM agents will focus initial sales efforts on Amacore programs like Amacore Elite Dental , a practical and affordable dental solution with an extensive dental network of more than 80,000 dentists nationwide, SmartHealth Diamond, its flagship product incorporating Limited Medical programs along with medical discount savings products, and Final Expense, a program developed for individuals who have had difficulty obtaining life insurance because of prior or existing medical conditions and/or for those customers who do not want to undergo medical tests in order to obtain life insurance. Final Expense plans provide the finances to take care of the policy holder's medical bills, funeral expenses, or other outstanding debts upon the policyholder's death. Over the next several months, Amacore expects to expand the suite of products sold through the JRM agent network.

Regarding the strategic shift in sales strategy, Amacore President Guy Norberg commented, "We expect that utilizing a carefully selected agent network comprised of seasoned career professionals to sell Amacore's suite of insurance products and medical discount programs will yield increased conversion performance and reduced operating expenses, resulting in improved profit margins for the JRM division. With so many Americans losing insurance benefits, media attention, and government reforms focused on providing healthcare benefits to all Americans, we believe Amacore's suite of products sold through these channels represent great potential in the marketplace. We believe using career agents to sell our products will yield stronger results for our company and our shareholders."

Jay Shafer, CEO of Amacore, added, "Implementing these changes at JRM is yet another example of how our management team is focused on continuous efforts to improve company performance. We remain steadfast in our commitment to improve profitability and shareholder value."

To learn more about the products JRM Benefits Consulting offers, including its newest product, Final Expense, please call James Mignogna at: 800-304-3539, X106.