



NEWS RELEASE

PEACE HILLS INSURANCE SELECTS CUSTOM SOFTWARE SOLUTIONS I-COMPANY SOLUTION

April 2010, Edmonton, AB and Virden, MB – Custom Software Solutions Inc. (CSSI) and Peace Hills Insurance are pleased to announce that Peace Hills Insurance has selected CSSI's I-Company solution. I-Company includes CSSI's industry leading I-Biz product, I-Broker portal product and CSIO download modules which provides Peace Hills Insurance with a complete integrated solution to interact with their brokers.

Once implemented, I-Company will facilitate **real-time single entry** policy transaction processing and exception-only underwriting for all transaction types, including Policy Change. I-Company will validate and enforce the underwriting edits for Private Passenger Auto, Commercial Auto, Habitational, and Farm to allow for straight-through processing of all Peace Hills transaction types. This complete Company-to-Broker solution communicates/integrates with the Company Policy Management and Accounting System, provides CSIO capabilities, allows web connectivity to the Company via a Web Portal, includes support for other broker management system communications tools in the market, plus I-Biz for Brokers running CSSI's IntelliQuote and The Broker's Workstation.

"We are very excited to have Peace Hills purchase our I-Company product. They become our second company inside of a year to purchase the solution and third overall. The market place is really starting to take notice of the economic benefit I-Company can provide to both the Insurance Company and the Broker" stated Scott Andrew, President and CEO of CSSI.

"Over the past few years, we know many of our competitors have implemented various ways of electronically interacting with brokers. The feedback we have received from our brokers was that most of these solutions required double entry therefore increasing their workloads. Our main objective was to find a product which would provide a true single entry solution for our brokers. We are excited to announce that we believe we will be able to achieve our objective with the I-Company product" states Diane Brickner, President and CEO of Peace Hills Insurance.

About Custom Software Solutions

Custom Software Solutions Inc. (CSSI) was founded in 1991 and is a leader in the development and delivery of information technology and business process automation

systems for Insurance Brokers and Companies in Canada. Our proven Broker products, The Broker's Workstation, IntelliQuote, The Underwriter's Workstation and I-Biz, and Insurance Company Products, I-Company, I-Broker and I-Biz, are today providing significant efficiency gains leading to increased productivity and decreased operating expenses for both Broker and Company users. CSSI boasts a team of highly experienced programmers, insurance industry professionals, and certified computer technologists. CSSI services its growing clientele of Brokers and Insurance Companies from its offices in Virden, MB. For more information, visit our website at www.cssionline.com.

About Peace Hills Insurance

Peace Hills Insurance is a Western Canadian Company writing in excess of \$165 million in property and casualty business. Our sole distribution is with the Independent Broker. We are represented by 176 brokers with 366 locations throughout Western Canada and the Northern Territories.

-30-

For more information, please contact:

Jacy Whyte
Vice President Marketing
Custom Software Solutions Inc.
Email – jacywhyte@cssionline.com
204-748-4812

Jamie Hotte, FCIP
Vice President Underwriting & Marketing
Peace Hills Insurance
Email – jhotte@peacehillsinsurance.com
780-424-3986