



NEWS RELEASE

PEACE HILLS INSURANCE AND CUSTOM SOFTWARE SOLUTIONS ANNOUNCE LAUNCH OF REAL TIME TRANSACTION SOLUTION

July 3, 2012, Edmonton, AB and Virden, MB – Peace Hills Insurance is pleased to announce the launch of the first phase of the web based Peace Hills Insurance Exchange (PHIX) transaction engine utilizing Custom Software’s (CSSI) I-Company solution. The first phase allows Alberta based Brokers to submit new auto business and make changes to existing auto policies starting and ending in their Broker Management System. The transactions utilize CSIO XML and interact with PHIX in real time. The first Broker’s interacting with PHIX are Applied Systems users utilizing their WARP integration tool submitting new business transactions.

Once fully implemented, PHIX powered by 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 web services and includes support for all broker management system communications tools in the market.

“CSSI and Peace Hills are very excited to be able to deliver the first working real time solution to the Canadian Insurance marketplace which embraces the IBAC Real Time initiative of starting and ending in the BMS.” stated Scott Andrew, President and CEO of CSSI.

“We are proud to launch the first phase of our Peace Hills Insurance Exchange (PHIX) providing our brokers a means to streamline their process flow for new business and endorsements for Alberta private passenger auto business. Initial feedback received has been very positive and we are diligently working on the second phase of PHIX to be launched in the early part of 2013. I’d like to acknowledge and thank our staff for the hard work and effort devoted to this project” 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 celebrating 30 years in the industry and writing in excess of \$175 million in property and casualty business. Our sole distribution is with the Independent Broker. We are represented by 186 brokers with 460 locations throughout Western Canada and the Northern Territories.

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