

**LIMRA International Partners with
Pioneering Women’s Marketing Firm - Maddox Smye LLC -
to Drive Sales within Diversified Financial Marketplace**

**Trends Show that Women Will Be Increasingly Important Growth Drivers for
Financial Products and Services in Coming Years**

WINDSOR, Conn., January -, 2005 – LIMRA International –a membership organization providing research and support services to the life insurance and financial services industry – announces a strategic partnership with MaddoxSmye LLC to provide its members with cutting edge skills development programs and tools for increasing sales to women.

Bob Kerzner, President and CEO of LIMRA, said, *“Women influence 89% of financial decisions and control almost half the wealth in the country and while companies have improved their ability to market to women, few financial firms know how to effectively sell to women. At LIMRA, we recognize the explosive potential of this market. Clearly, by mastering sales to this market, our members will continue their revenue growth into the next decade.”* He added, *“The financial consumer market is changing and diversifying; LIMRA is committed to providing resources to our members that will allow them to remain on the forefront of this change. Our partnership with Maddox Smye gives us a clear advantage in achieving that goal. The return-on-investment will be ten-fold, and the cost of ignoring this market even greater.”*

Maddox Smye, LLC, helps leading-edge companies close more sales by building enduring relationships with women. Their program is a real world, skills development system based on 5 core competencies and 63 specific behaviors. Maddox Smye specializes in traditionally male industries, including the Financial Services and Insurance sectors, Automotive, Home Improvement, Home Furnishings and Electronics.

Rebecca Maddox, M.B.A. and **Marti Smye Ph.D.** are founding principals of Maddox Smye, LLC. *“Our obsession is helping each salesperson become rich selling to women. We are not trying to educate women on how to purchase a product. We are unabashedly on the side of the salesperson. The success of our program is based entirely on the increase in sales that it produces,”* said Maddox.

Smye notes with emphasis, *“the tipping point for the salesperson and our secret weapon is our sales effectiveness audit –the first ever assessment tool designed to evaluate each salesperson in a ‘real selling’ situation.”*

Maddox adds, *“More and more companies are recognizing this basic truth about women: If you don’t know how to sell to them, you won’t grow your business. If you do, you will. It sounds simple, and it is. We have seen the sale metrics prove us right in every one of our clients. We look forward to producing the same results for LIMRA members.”*

About LIMRA International

LIMRA International is a worldwide association providing research, consulting and other services to nearly 850 insurance and financial services companies in more than 60 countries. LIMRA was established in 1916 to help its member companies maximize their marketing and distribution effectiveness. Visit LIMRA International at www.limra.com.

Maddox Smye, LLC is an organization that helps leading edge companies close more sales by building enduring relationships with women. Maddox Smye offers clients a unique opportunity to turn 15 years of research and wisdom into profitable interactions with women buyers through Skills Development Programs, Advisory Services, Keynote Presentations, Workshops, and Publications including their “How To Get Rich Selling To Women” series. Contact Maddox Smye at www.maddoxsmye.com or Darlene Wilson @ dwilson@maddoxsmye.com.