



MICHAEL WHITE ASSOCIATES
BANK INSURANCE CONSULTANTS



P R E S S R E L E A S E

BankInsurance.com Revamps Website

FOR IMMEDIATE RELEASE – Radnor, PA, January 4, 2006 – BankInsurance.com and Michael White Associates today announced the launch of their redesigned website, accessible at www.BankInsurance.com.

This latest version of BankInsurance.com has a new look and feel, but the same extensive informative content. The redesigned site reflects the company's commitment to provide superior content and navigability to the financial institutions, insurance companies, independent insurance agencies, trade associations, and educators that represent its client and user base.

Mike White, Michael White Associates president, said, "Everything you need is right up front on the home page, so users can access any part of the website. We are excited about our website's new look and are confident that it will be instrumental in demonstrating to our visitors why we are the bank insurance consultant of choice for hundreds of clients nationwide."

The website retains all of its former features, including weekly news, an extensive library of articles, and other publications related to the bank insurance industry. In addition, the revamped site more clearly showcases the company's proprietary products, such as the flagship *Bank and Bank Holding Company Insurance & Investment Fee Income Reports*, *Fee Income Ratings Reports* and *BOLI Capital Concentration Reports*, which users may order online.

About Michael White Associates (MWA)

Michael White Associates, LLC (MWA) is a bank insurance consulting firm headquartered in Radnor, PA, and online at www.BankInsurance.com.

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