



SOLERA INSURANCE EXPANDS ITS COLORADO SALES TEAM WITH NEW BROKER SALES DIRECTOR

DENVER, CO, July 13th, 2009 – Solera Insurance & Financial Services, Inc., an insurance services company based in Denver, Colorado, announced today that Jill Darbe has joined Solera’s team as the Broker Sales Director for Colorado.

Ms. Darbe joins Solera’s sales team with over 18 years of sales and account management expertise within the Insurance marketplace. Ms. Darbe’s success working across Colorado developing the sale and service of dental insurance benefits adds depth and experience to Solera’s dental product sales team. She is responsible for Solera’s sales and service to its growing base of insurance brokers.

“We’re very pleased to have Jill join our sales team,” stated Clint Wilson, Solera’s Vice President- Sales/Marketing. “She brings experience in developing relationships with Insurance Brokers and a working knowledge of employee benefits. We needed someone that was recognized in the Colorado Insurance Brokerage community as a trusted resource to work with to establish new dental customers.” Jill is a member of the Metro Denver Association of Health Underwriters and the Colorado Group Insurance Association.

Solera provides brokers across the United States with competitive products, effective technology solutions and marketing assistance to enhance their business. Brokers can easily appoint to sell Solera’s products through the company’s website at <http://www.solerainsurance.com>.

About Solera Insurance & Financial Services

Solera Insurance & Financial Services, Inc., based in Denver, Colorado, is an insurance services firm specializing in the marketing of insurance products and services. Through its national network of independent insurance brokers, Solera markets a variety of competitive insurance products and provides valuable services and technology for its agents, brokers and general agents. For more information about Solera or to locate a Solera broker, please visit the company’s website at <http://www.solerainsurance.com>.

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