



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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COOPER FINANCIAL SERVICES ANNOUNCES NEW LIFE INSURANCE PORTAL FOR FLORIDA CONSUMERS

Creates "Cooper Financial Quick Life"

LAND O'LAKES, FL – (May 21, 2010) – Cooper Financial announced today the rollout of a new, advanced web portal (www.cooper-financial-quicklife.com) for easy quoting, applying, and processing of term life insurance policies for Florida consumers. The announcement was made by Ms. Christine B. Cooper, President of Cooper Financial Services, at the headquarters of Cooper Financial in Land O'Lakes, Florida.

Under an agreement with the Quick Life Center, Cooper Financial has deployed Quick Life's unique processing platform giving Cooper Financial clients and prospective clients access to the best term life insurance buying service in the country. The services available through this portal include consultation and education about life insurance, a quick health and lifestyle profile and an analysis of what the market has to offer. Through the process the customer will end up with the lowest rate and highest quality policy available. All back end systems and support are in place to ensure that life insurance policies initiated by individuals themselves online or by Cooper Financial are properly quoted, processed and delivered in a timely manner and at competitive prices. The service is available immediately.

"We often think of life insurance as part of a sophisticated financial or retirement planning strategy," says Cooper. "But, sometimes, it is just life insurance, and people know when they need it." Cooper says that when people are on a limited budget and have just added a member to their family, or have just taken out a big loan like a home mortgage, or have started a business, they have a good idea of the protective role played by life insurance. At these times, the best answer is often simple term life insurance. "Besides," says Cooper, "people today are used to comparison shopping online. Now, they can either go to our website (www.cooper-financial.com) or use Cooper Financial Quicklife (www.cooper-financial-quicklife.com) to educate themselves, comparison shop, and then if they are not comfortable buying online, they



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can still come to us for further consultation and assistance.” Cooper says that her company has always worked hard to provide the most advanced financial products and services for her clients. “These are tough economic times,” says Cooper, “so we are pleased to be able to make this cutting edge technology available to our clients and all Florida consumers so that when they know they need insurance, they also know they are spending their money wisely.”

Chris Cooper owns and operates Cooper Financial Services, an independent financial services practice with offices in Land O'Lakes. Recently named Tampa Bay's Woman of the Year in Financial Services, she has been helping people with their insurance, investment, retirement, and financial planning needs in the Tampa Bay area for 17 years. Further information is available at www.cooper-financial.com or the Cooper Financial media contact.