

Official Brand Launch of Canada's Life Insurance Advisor Compliance Solution



Toronto based APEXA Corp., subsidiary of LOGiQ³, offers insight and unveils its official brand.



Toronto, ON, August 29, 2014 – Expert provider of life insurance and reinsurance consulting, outsourcing and training services, LOGiQ³, officially announces the name and brand of its subsidiary corporation: APEXA Corp., the solution for higher standardization, connectivity and confidence in contracting and compliance for the Canadian life insurance industry.

The APEXA initiative is an industry-led solution that has partnered with several bodies including Canada's largest life insurance carriers and brokerage managing general agencies, independent advisors and companies as well as the nation's provincial regulators. Working closely with the Canadian life insurance community in order to deploy its industry standard solution, APEXA will provide secure communication channels, verified life insurance advisor data and standardization for compliance and screening.

"We are thrilled to finally launch the official brand behind the industry's transformational compliance solution. Since the onset of this project [almost two years now] we have prioritized identifying and leading change in the industry. This is why there is an urgency to APEXA and it has to move at the fast pace it is currently experiencing. Our tagline "Simply Connected" speaks to our commitment in providing a simplistic and collaborative service to the industry," says Chris Murumets, CEO of LOGiQ³ and Project Sponsor.

APEXA and technology partner BlueSun are working together to ensure that all data is securely managed and held in Canada, and that the system will also contain full enterprise level auditing and security technology. President of BlueSun, Stewart Wigg, comments: "[We are] so pleased to be part of this major collaboration. There are very talented people working on this project and we can promise some great software". Currently, APEXA's prototyping phase is well on its way.

"The scope of the project and level of innovative thinking are very significant" states Richard Sachs, Senior Project Consultant, "...as we work collaboratively through issues, risks, new processes and expected change. APEXA is the solution of reaching towards a higher goal, an apex of life insurance industry standards and collaboration".

To sign up for APEXA, the life insurance advisor screening, contracting and compliance project updates and development, please visit <http://www.APEXA.ca>

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About LOGIQ³

LOGIQ³ is the expert provider of life insurance and reinsurance consulting and outsourced services. LOGIQ³ delivers long-term strategic solutions and short-term tactical support across Distribution, Underwriting, Reinsurance Administration, Claims and Audit. LOGIQ³ supports clients across the life insurance service chain from agent to retrocessionaire from its offices in Toronto, Canada, and Cardiff, UK. To learn more about LOGIQ³, visit <http://www.logiq3.com>

About BlueSun Inc.

BlueSun is a leading provider of software solutions to the financial services industry. BlueSun delivers custom built solutions addressing administration, membership, sales and marketing and distribution. BlueSun provides WealthServ, a SaaS solution for MGA's, mutual fund and investment dealers. BlueSun supports clients across North America and has offices in Burlington, Ontario and Syracuse, New York. To learn more about BlueSun, visit <http://wealthserv.com>

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