

**FOR IMMEDIATE RELEASE**

**CONTACT:** GBS Sales & Marketing, (410) 832-1300  
e-mail: [sales@gbsio.net](mailto:sales@gbsio.net)

**GROUP BENEFIT SERVICES, INC.  
ANNOUNCES A MERGER WITH  
CLIENT FIRST BROKERAGE SERVICES, INC.  
AND ITS AFFILIATED COMPANIES**

**Hunt Valley, MD** – Group Benefit Services, Inc., (GBS), the premier employee benefit plans administrator, has reached a definitive agreement to merge Client First Brokerage Services, Inc (Client First) and its Affiliated Companies in with GBS’ corporate headquarters operations effective November 1, 2009.

Client First has been a leader in cutting edge product design, Broker education and wholesale distribution of life, health and group benefits since 1992. “We are very excited to have Rodger Bayne join GBS as a Vice President and Executive Committee member, as well as the rest of the Client First team joining the GBS team. This is a great opportunity for both of us to expand our geographical reach and product offerings in the individual and group benefit marketplace”, said Kathy Simmons, CEO of GBS.

“I am very pleased to merge our organization with GBS, who enjoys an excellent reputation and offers a broad range of carriers, services and technologies that will continue our practice of offering innovative products and services to support the growth of our broker partners and their clients.” said Rodger Bayne, CEO & Chairman of Client First. “We will be conducting our first two Broker Orientation Workshops at GBS’ Hunt Valley office on Monday, October 26<sup>th</sup> at 3:00 PM and on Friday, October 30<sup>th</sup> at 9:00 AM”.

**ABOUT GROUP BENEFIT SERVICES, INC.**

Based in Hunt Valley, MD, GBS is a pioneer of innovative solutions in the industry. The company’s 29-year history of success has been built on flexibility and creativity. GBS continues to develop new cost-containment strategies through unique benefit plan designs, advanced technology and superior reporting capabilities.

**FOR MORE INFORMATION:** Visit Group Benefit Services, Inc. online at [www.gbsio.net](http://www.gbsio.net).

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