

**For Immediate Release**

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## **VANTISLIFE TO OFFER LIFE INSURANCE PRODUCTS THROUGH ASTORIA FEDERAL SAVINGS AND LOAN**

### **ONLINE QUOTE AND SUBMIT SYSTEM TO LAUNCH ON JULY 1**

WINDSOR, Conn., June 29, 2009 – VantisLife Insurance Company today announced that Astoria Federal Savings and Loan Association, headquartered in Lake Success, NY, now will offer insurance products via the company's award-winning online quote and submit system. The offering will be made through VantisLife's New York Company, VantisLife Insurance Company of New York.

Among the nation's banks, Astoria Federal is one of the country's preeminent sellers of life insurance. Astoria Federal has 85 banking offices and 117 ATMs throughout Brooklyn, Queens, Nassau, Suffolk and Westchester counties, plus home financing in 13 states and the District of Columbia.

"We are fortunate to have been selected by Astoria Federal to offer our products," said Craig Simms, senior vice president of VantisLife. "Astoria is a best-in-class institution and we are sure that our online life insurance process, along with attentive, professional wholesaling, will enhance their impressive record of success."

[\[Frank Berkowitz quote here?\]](#)

The bank will kick off their offering of VantisLife products on July 1.

VantisLife is focused solely on providing financial institutions and their customers with a variety of life insurance and annuity products. These products are offered by licensed bankers via an award-winning online process and supported by best-in-class wholesaling and access to Vantis University, the company's exclusive online, Webex, and in-person training and development resource.

#### **About VantisLife**

VantisLife Insurance Company was established in 1942. From its inception, the company's primary goal has been to provide families with affordable life insurance and annuity products available through their financial institution. With more than \$4.2 billion of life insurance in force, and a rating of A-Excellent from A.M. Best, VantisLife prides itself on providing simple, easy-to-afford products to middle and upper middle income families. Sales and marketing information is available at 1-866-826-8471 or [www.vantislife.com](http://www.vantislife.com).

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Vantis sending folks for face-to-face meetings with more than 300 Astoria sales folks