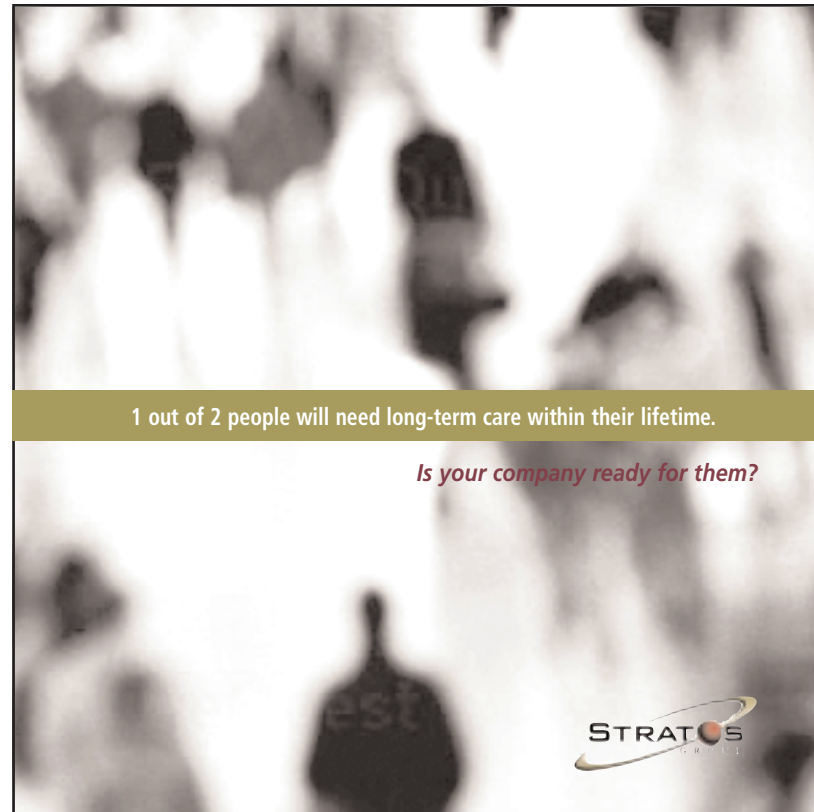


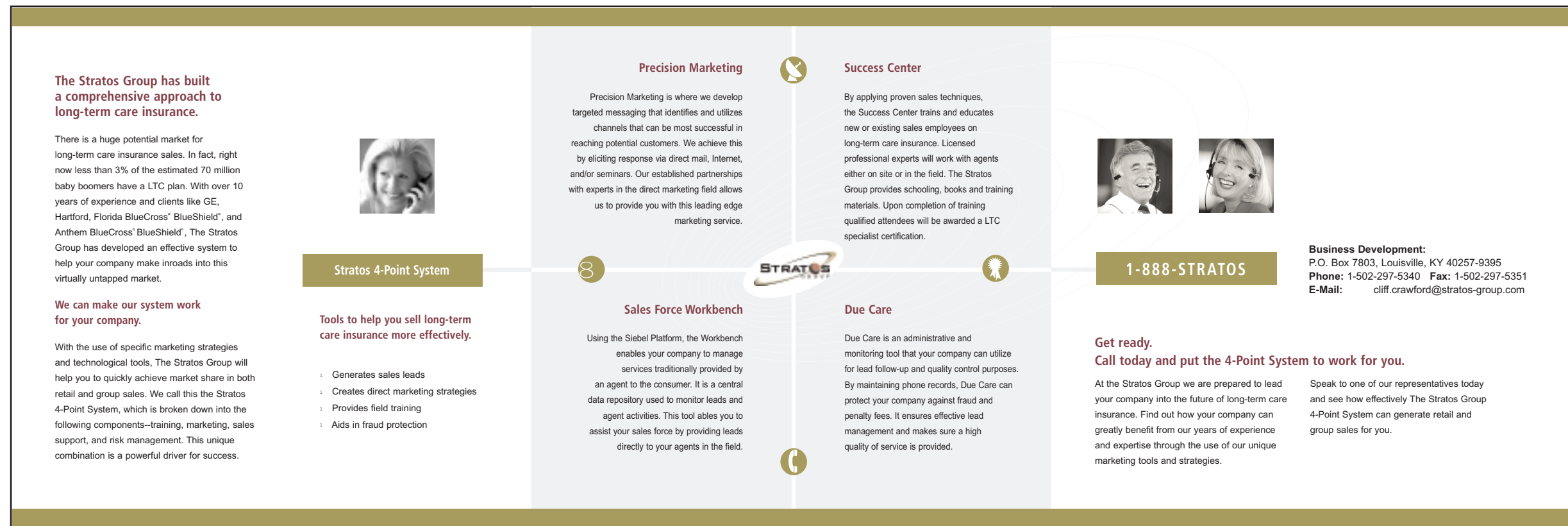
# The Stratos Group corporate tri-fold brochure.



Cover



Inside Fold



Inside Spread

1 out of 2 people will need long-term care within their lifetime.

*Is your company ready for them?*



## The Stratos Group has built a comprehensive approach to long-term care insurance.

There is a huge potential market for long-term care insurance sales. In fact, right now less than 3% of the estimated 70 million baby boomers have a LTC plan. With over 10 years of experience and clients like GE, Hartford, Florida BlueCross' BlueShield', and Anthem BlueCross' BlueShield', The Stratos Group has developed an effective system to help your company make inroads into this virtually untapped market.



### Stratos 4-Point System

#### We can make our system work for your company.

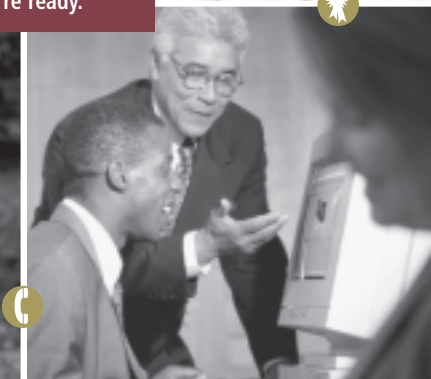
With the use of specific marketing strategies and technological tools, The Stratos Group will help you to quickly achieve market share in both retail and group sales. We call this the Stratos 4-Point System, which is broken down into the following components—training, marketing, sales support, and risk management. This unique combination is a powerful driver for success.

#### Tools to help you sell long-term care insurance more effectively.

- 1 Generates sales leads
- 2 Creates direct marketing strategies
- 3 Provides field training
- 4 Aids in fraud protection



We're ready.



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### Precision Marketing

Precision Marketing is where we develop targeted messaging that identifies and utilizes channels that can be most successful in reaching potential customers. We achieve this by eliciting response via direct mail, Internet, and/or seminars. Our established partnerships with experts in the direct marketing field allows us to provide you with this leading edge marketing service.



### Success Center

By applying proven sales techniques, the Success Center trains and educates new or existing sales employees on long-term care insurance. Licensed professional experts will work with agents either on site or in the field. The Stratos Group provides schooling, books and training materials. Upon completion of training qualified attendees will be awarded a LTC specialist certification.



### 1-888-STRATOS

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**E-Mail:** cliff.crawford@stratos-group.com

### Sales Force Workbench

Using the Siebel Platform, the Workbench enables your company to manage services traditionally provided by an agent to the consumer. It is a central data repository used to monitor leads and agent activities. This tool ables you to assist your sales force by providing leads directly to your agents in the field.



### Due Care

Due Care is an administrative and monitoring tool that your company can utilize for lead follow-up and quality control purposes. By maintaining phone records, Due Care can protect your company against fraud and penalty fees. It ensures effective lead management and makes sure a high quality of service is provided.

### Get ready.

#### Call today and put the 4-Point System to work for you.

At the Stratos Group we are prepared to lead your company into the future of long-term care insurance. Find out how your company can greatly benefit from our years of experience and expertise through the use of our unique marketing tools and strategies.

Speak to one of our representatives today and see how effectively The Stratos Group 4-Point System can generate retail and group sales for you.