



Custom Insurance Solutions



*Western Surplus
Lines Agency, Inc.*

Custom Insurance Solutions Adds Western Surplus Lines Agency to AIM Customer Base

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San Antonio, TX – Western Surplus Lines Agency, Inc. (WSLA), recently signed a contract with Custom Insurance Solutions (CIS) for the ***AIM Management System***. WSLA is a multi-product MGA with exclusive in-house specialty insurance programs, emphasizing commercial lines exposures. The Texas-based agency is scheduled to go “live” in the second quarter of 2004.

Ron McElyea, President and CEO of Western Surplus Lines Agency, explains the basis for their decision in selecting the AIM solution. “WSLA has reviewed several Windows based accounting and policy administration systems over the past two or three years. Our analysis concluded that CIS has the best system available to assist Western in accomplishing and achieving our technology goals, both near term and for the future. We are impressed with the accounting functionality of AIM, but most importantly we are convinced that the management system will help us continue our desire to be one of the most sales, service, and customer-oriented MGA’s in Texas. Western has established corporate goals to increase profitable premium and account growth by a minimum of fifty percent over the next five years. We believe CIS and the AIM Management System will be a key factor in helping us achieve our goals”.

Kevin McDaniel, Manager of IT at WSLA, comments on the technology aspects of AIM. "After reviewing several software packages targeted for the MGA marketplace, CIS was found to be the clear front runner. They have a well thought out design, backed by Microsoft Technology. They utilize an open architecture, which means the product will be customizable for some time to come. AIM is also allowing us to replace our custom “quote and bind” software, effectively streamlining our workflow from submission, to policy issuance, to invoicing, with one package”.

Patrick M. McCall, Director of Sales at CIS comments, “We are excited and proud of the addition of WSLA to the AIM customer base. Western exhibited a great amount of due diligence during the software vendor selection process and we are happy to have earned their business. Also, we share a common value with our “new” customer, just as WSLA is focused on *exceeding the expectations* from both their carriers and their most valued producers, the P & C agencies, we (CIS) have the same goal related to our AIM customers”.

*Custom Insurance Solutions (CIS) develops and markets software solutions specifically designed for the wholesale brokerage and managing general agent. In 1996, CIS released our first complete software application framework for the Insurance industry: **Agency Information Manager - AIM**®. CIS has used this framework to accelerate the construction of a variety of custom solutions for our Insurance clients. Today, CIS offers both packaged and custom technology solutions for the Insurance industry.*

To learn more about CIS products and services, contact Patrick M. McCall, Director of Sales, at 570.645.5050 or visit our web site at www.customins.com

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