

**MIB Group, Inc.**  
**FOR IMMEDIATE RELEASE**

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**James F. Cook Outlines MIB's 'Protective Value' for  
Fraternal Organizations**

Westwood, Mass. (March 2007) – Explaining how his company's fraud detection capabilities provide 'protective value' to its member fraternal benefit societies, MIB President and CEO, James F. "Jay" Cook addressed the National Fraternal Congress of America (NFCA) meeting in Scottsdale, Arizona in mid-March.

Members of the NFCA are non-profit mutual aid organizations that operate under the lodge system for the exclusive benefit of their members. They provide life, health, disability income and other forms of insurance coverage to their members. The NFCA is considered the "voice of the fraternal".

"I can say with certainty that MIB's very existence acts as a deterrent to insurance fraud," Cook said. "Because our extensive databases contain information insurers can access quickly and easily, they have data they might not otherwise have – data that enables them to underwrite effectively, ensuring fair pricing for all applicants while increasing the profitability of their product lines.

"MIB has been described as 'the least expensive underwriting tool and one of the most valuable on a cost/benefit basis' in the industry. Studies show that for every dollar

a company spends on an MIB search, it saves \$46 dollars on average. That's Protective Value in capital letters.”

Cook also discussed the emerging trends in the insurance industry: accelerating market consolidation, massively changing demographics, and the ongoing evolution of the underwriting process itself.

“Our customers are changing; their expectations are changing. Consumers want the purchase of insurance to be simple and quick – that puts enormous stresses on insurers. At the same time, we have to meet added regulatory requirements. There has seldom been a time when so much has been happening to the insurance industry in such a concentrated time frame.”

Cook said that MIB's primary commitment is to meet the industry's changing needs by harnessing new technologies and developing new products: “We play a pivotal role in helping insurers improve their underwriting effectiveness. That's been our mission for more than 100 years, one at which we've been successful. We're adapting to meet new challenges – to make sure that we can continue to effectively and efficiently provide companies with the protective value they've come to expect.”

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#### About MIB, Inc.

MIB, Inc. is the premier provider of fraud detection information for individually underwritten life, disability income, long-term care and critical illness insurance. MIB member companies rely on its Checking Service for the fast, secure aggregation and

exchange of data to combat fraud, improve underwriting effectiveness and increase product line profitability while ensuring fair pricing for all applicants. ([www.mib.com](http://www.mib.com))

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About MIB Group, Inc.

MIB Group is the premier provider of Internet-based information and knowledge services to the risk management market in North America and is a leading facilitator of electronic insurance commerce. ([www.mibgrp.com](http://www.mibgrp.com))

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