

**Contact information:**

Frances Georgianna

MIB Group, Inc.

781-751-6438

[fgeorgianna@mib.com](mailto:fgeorgianna@mib.com)

Jessica Anderson

Meyers + Partners

312.733.9999, ext. 303

[mjanderson@meyerspartners.com](mailto:mjanderson@meyerspartners.com)

**FOR IMMEDIATE RELEASE –**

**MIB, Inc., to Introduce New Custom Filter at AHOU Conference;  
Will Help Members Attain Higher Straight Through Processing Ratios**

**Braintree, Massachusetts** – April 15, 2009 –MIB, Inc., the premier provider of fraud detection information for North American life and health insurance companies, will introduce its new "Custom Filter" at the eighth annual conference of the Association of Home Office Underwriters in New York City, April 19-22. The Custom Filter is designed to help Members issue more cases on a "straight through processing" basis while also improving underwriting efficiencies for traditional underwriting process. The Custom Filter performs an initial, user customizable screening of replies returned by the MIB Checking and Insurance Activity Index Services and suppresses information that a company deems unnecessary to its underwriting of a particular risk.

"Basically, the Custom Filter helps prevent information overload," said Frances Georgianna, Vice President and Chief Marketing Officer of MIB, Inc. "It allows customers to review the data they consider significant for a particular product, process or class of business, without having to review other information that would not have an effect on their underwriting decisions. It's a resource that will help them free up valuable underwriting resources and help them achieve straight through processing on a greater percentage of their business."

Georgianna emphasized the “custom” in the Custom Filter: “Each company can customize the filter to meet its specific needs. If they want, they can create multiple filters based on criteria such as line of business, face amount of a policy or specific distribution channel. The beauty of the Custom Filter is that it enables insurers to get the relevant information they need more quickly and cost-effectively than ever before.”

Georgianna also noted that the Custom Filter is especially useful for companies that have a simplified issue product or process, because it reduces the number of applications that require additional underwriter review.

“There is also a fail-safe feature to the Custom Filter,” she said. “When the filter encounters an MIB code you do want to see, the Filter supplies the entire record, just as if there were no filter. “This ensures that no important information is inadvertently overlooked.”

Companies interested in more information about the MIB Custom Filter can contact their MIB account executive at 781-751-6000 or can visit the MIB booth # 1820 at the AHOU Conference.

#### About MIB, Inc. – Issue with Confidence

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. (<http://www.mib.com>)

MIB, Inc. is a subsidiary of MIB Group, Inc.

#### 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))

###