



NEWS RELEASE

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**Applied Systems earns top awards
from Vanguards in Insurance program**
*Insurance carriers rank software company
as preferred technology provider*

University Park, Ill. – May 17, 2012 – Insurance software company Applied Systems this week received two first-place awards in the 2012 Vanguards in Insurance Program (VIP) sponsored by Insurance Networking News and Celent, the research and advisory firm specializing in insurance technology.

Applied Systems won first-place honors in the Core Solutions category, recognizing the company's top ranking as a provider of software and support for solutions that drive core business functions. The company also took first place for Customer Experience Solutions, ranking first in front-office technologies that drive customer loyalty, satisfaction and retention.

Additional Applied Systems recognition came in the VIP categories of Back Office and Support Systems, for software and services that cross functional boundaries to deliver enterprise value; and Decision Support Solutions, for software and support that manage data capture, storage, search, mining, sharing and analytics used to improve business processes and decisions.

Insurance Networking News and Celent presented the VIP awards this week at a ceremony during the ACORD LOMA Insurance Systems Forum in Orlando, Fla. The VIP honors technology companies that anticipate and exceed the needs of the complex insurance industry. Technology providers are ranked by executives and staff from North American insurance companies. The VIP also highlights insurance companies' best practices in applying new technologies.

“The VIP continues to provide vendors with the most direct and honest feedback they could ask for from their insurance customers,” said Ben Moreland, senior analyst in Celent’s insurance practice. “Applied Systems is a model example of a vendor succeeding at delivering on its promise of excellent customer service. Anything less is just not acceptable.”

In receiving the awards on behalf of Applied Systems, Doug Johnston, vice president of Partner Relations & Product Innovation, said: “Applied Systems’ mission is to continuously improve the business of insurance. We are proud to be recognized as the insurance industry’s trusted technology partner for our commitment to software innovation and customer success. By powering the business of insurance, we help agencies, brokers, carriers and their consumers to safeguard and protect what matters most.”

About Applied Systems

Applied Systems is a leading provider of software that powers the business of insurance. The company is recognized as a pioneer in agency management systems and data exchange between agencies, brokers, carriers and their clients. By automating the insurance life cycle, Applied Systems software enables millions of people around the world to safeguard and protect what matters most. To learn more, please visit www.AppliedSystems.com.

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