

HERBRUCK ALDER

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November 27, 2006

For Immediate Release

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Herbruck Alder Targeting the Uninsured

Cleveland, OH -- Herbruck Alder, a Cleveland based employee benefits brokerage and consulting firm, recently announced that they will be offering insurance products to individuals who may not have been able to find affordable health insurance in the past.

The products being offered include an individual health insurance plan, which is an affordable solution for those who are uninsured. It is ideal for a person who has started a new job, but is not yet eligible for the company's group coverage plan, or for a person who has recently lost their job. Individual coverage is a long term solution, unlike COBRA, which only lasts 18-36 months.

According to recent figures from the US Census Bureau, there are 46.6 million Americans without health insurance. Of that 46.6 million, 8.5 million are between the ages of 18 and 24, and more than 12.6 million have an income of over 300% of the federal poverty level. Many have lost their employer sponsored benefits due to the double digit rate increases many businesses have been faced with over the past several years.

"Herbruck Alder is pleased to offer this service to our clients, as well as all individuals in need of health insurance coverage," said Mark Alder, president of Herbruck Alder. "With the high cost of healthcare, insurance is a necessity and we are happy to offer people an opportunity to protect themselves and their families."

"Applying for individual coverage can be as easy as a phone call or a visit to our Web site, www.herbruckalder.com," said Chuck Jones, director of sales, individual coverage market of Herbruck Alder. "We want to help the uninsured become insured."

Since 1962, Herbruck Alder has provided Ohio based companies with health insurance, retirement plans, life and disability insurance, long-term care insurance, and executive benefits. For more information about Herbruck Alder, visit www.herbruckalder.com.

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