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Sitzmann Morris & Lavis and California Insurance Center Partner to Offer Comprehensive Insurance Services

OAKLAND, Calif. (November 14, 2005) – Sitzmann Morris & Lavis, Inc., (SML) (www.smlinsurance.com), one of the leading independent employee benefit and life insurance advisory firms, and California Insurance Center (CIC) (www.cic-ins.com), one of the largest independent providers of risk management and insurance services, have entered into a strategic alliance to provide comprehensive employee benefit, life insurance and risk management offerings to businesses nationwide.

Both SML and CIC are ranked among the country's largest independent insurance brokers, offering a full range of customized services to meet the needs of employers. As the cost of health insurance, workers' compensation and risk management insurance continues to rise, this alliance will allow both firms to combine their expertise to deliver comprehensive, custom-designed insurance programs that encompass the entire spectrum of business needs – health, life, disability, retirement planning, property and liability, workers' compensation, automobile, directors and officers and more.

"We have had a great working relationship with the professionals at Sitzmann Morris & Lavis for some time," said Cory Higgins, president of CIC. "By formalizing our working relationship through this strategic alliance, we can create joint service offerings, giving our clients one common provider who can meet all their insurance needs at reduced costs."

As part of the alliance, SML will be expanding its operation by adding a new office at the CIC Lafayette headquarters. SML and CIC also will sponsor joint informational seminars on insurance strategies and risk assessment to help businesses lower their insurance overhead.

“CIC is the perfect partner for our clients. Both companies are family owned, similar in size, with a similar philosophy and commitment to client service,” said Don Morris, CLU, president of Sitzmann Morris & Lavis, Inc. “Together we bring more than a century of experience as independent insurance brokers.”

About California Insurance Center

Since 1929, California Insurance Center (CIC) has specialized in meeting the insurance and risk management needs of local, national and international businesses. CIC builds custom risk management and insurance programs for its clients, specializing in property and liability, automobile, workers' compensation, employment practices liability, personal insurance and related services. The firm has a team of 71 professionals and has been ranked in the top one percent of all U.S. independent insurance brokers. CIC has its headquarters in Lafayette, California. For more information, please visit their web site at www.cic-ins.com.

About Sitzmann Morris & Lavis

Founded in 1965 and headquartered in Oakland, CA, Sitzmann Morris & Lavis (SML) is one of the leading independent employee benefit and life insurance advisory firms in the country. The firm is an established leader in the employee benefit, life insurance, estate planning and business continuity fields. Their access to proprietary insurance products and sophisticated administrative services are unmatched nationwide. No other advisory firm in Northern California offers such effective insurance coverage for both employer and employee. SML currently works with more than 700 employee benefit clients and over 3,000 individual life insurance clients with total coverage in excess of two billion dollars. For more information, please visit www.smlinsurance.com.

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