

Contact: Renee Martinez  
Sitzmann Morris & Lavis, Inc.  
510-452-0458  
rmartinez@smlinsurance.com

### **Sitzmann Morris & Lavis, Inc. Launches New Look & Web Site**

Oakland, CA – March 6, 2006 – Sitzmann Morris & Lavis (SML) today announced the successful launch of their new look and redesigned website.

The new SML brand and website were re-designed to solidify their distinctive presence in the competitive marketplace. Ideally, this new brand will fortify avenues of communication and increase general industry awareness.

At [www.smlinsurance.com](http://www.smlinsurance.com), clients will find important industry information, seamless carrier access, proprietary health & wellness programs, regular legislation & compliance updates and access to the SML Benefit Center.

SML's Benefit Center provides a secure, central location where human resource personnel and employees can access comprehensive benefit and proprietary wellness information online. The lasting result is less corporate overhead, reduced healthcare costs and more productive employees.

“We are very proud and excited about the launch of our new identity and website,” said SML COO Matt Sitzmann. “Our hope is that this contemporary new look further solidifies and expands our significant presence in the marketplace. We feel the new SML brand and website only enhances our level of professionalism and ability to communicate clearly with our valued clients.”

#### **About Sitzmann Morris & Lavis, Inc.**

Founded in 1965, Sitzmann Morris & Lavis, Inc. (SML) is a leading independent based, California insurance advisory firm headquartered in Oakland. The firm is an established leader in the employee benefits, life insurance, estate planning and business continuity fields. Their access to proprietary insurance products and sophisticated administrative services are virtually unmatched nationwide. SML currently works with more than 700 group insurance 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](http://www.smlinsurance.com).