



October 1, 2010

BISON CAPITAL PARTNERS III, LP ANNOUNCES INVESTMENT IN GLOBAL BENEFITS GROUP, INC.

Santa Monica, CA – Bison Capital Equity Partners III, LP announced its \$16.0 million equity investment in Global Benefits Group, Inc., GBG Insurance Limited, and affiliated companies (collectively, “GBG”). The company is a leading managing general underwriter, insurer and servicer of international employee benefits. With over 30 years of experience, GBG is a market leader in specialty insurance products for expatriate employees of large multinational corporations and international schools. The company offers a unique service platform through a multitude of client tailored insurance products in health, life, income replacement and special risks – to individuals, small groups, and large groups anywhere in the world. The company is headquartered in Foothill Ranch, CA, with offices throughout the United States and internationally.

“We are extremely impressed with GBG’s track record within the international insurance market. The company has and will continue to win business due to its unique ability to underwrite and service highly customized benefit solutions to customers throughout the world. Our investment will further facilitate GBG’s impressive growth,” said Douglas Trussler, a partner at Bison Capital.

GBG’s Chief Executive Officer Andy Thorburn commented, “We are extremely pleased to welcome Bison Capital to the GBG family. Their investment is another vote of confidence in our business model of providing customized and fully integrated solutions to multinational employers. Their support will assist us in maintaining the rapid growth rate we have experienced in recent years.”

Bison Capital makes growth capital investments in middle-market companies, public or private, for expansion, acquisitions or balance sheet restructuring. The firm’s primary investment focus is partnering with entrepreneurs and management teams seeking capital to grow their businesses.

Bison Capital Asset Management, LLC – Bison Capital Equity Partners III, LP

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