



# Strategic Insurance Solutions, Inc.

*"Life and Retirement Planning That Works So You Won't Have To"*

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FOR IMMEDIATE RELEASE

## Strategic Insurance Solutions Enters Into Alliance With Lincoln Financial Group

GREENSBORO, North Carolina, January 11, 2011 – Strategic Insurance Solutions, a leading independent life insurance and annuity agency, today announced it has entered into a strategic alliance with the Lincoln Financial Group.

Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE: LNC) and its affiliates including the Lincoln National Life Insurance Company. With headquarters in the Philadelphia region, the companies of Lincoln Financial Group had assets under management of \$150 billion as of September 30, 2010. Through its affiliated companies, Lincoln Financial Group offers: annuities; life, group life and disability insurance; 401(k) and 403(b) plans; savings plans; and comprehensive financial planning and advisory services.

The Lincoln National Life Insurance Company has earned an "A+" (Superior) rating from A.M. Best Company, a leading nationally recognized independent rating agency. Independent ratings agencies routinely assess the financial strength, stability, and claims-paying ability of insurance companies. Strategic Insurance Solutions encourages its clients to review these ratings reports in context with other information about their insurance carrier in order to determine the best company for their needs.

"Our management team and agents are truly excited about the alliance we have formed with Lincoln Financial" said Chrissy Mergner and Roy Ray, Managing Partners at Strategic Insurance Solutions. "Although Lincoln Financial offers a diversified line of insurance and annuity products, of particular appeal for use with our clients are their tax-deferred annuity and long-term care products."

For more information about Strategic Insurance Solutions, please visit <http://www.InsuranceBySIS.com>.

### **About Strategic Insurance Solutions, Inc.**

Headquartered in Greensboro, NC, Strategic Insurance Solutions is a leading independent insurance agency offering a wide range of quality affordable life, mortgage protection insurance and annuity products and services tailored to meet the needs and budgets of individuals, families, self-employed professionals, and small businesses. The company's founders have a combined total of more than 50 years of insurance, retirement planning and financial-services experience.

### **Contact**

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