



# Press Release

## **Zenith Marketing Group, Inc. Announces Strategic Partnership with SII Investments, Inc.**

SII Investments, Inc. will outsource its life, fixed annuity, long-term care and disability income product solutions and expertise to Zenith Marketing Group, Inc. to help its 700 producing registered representatives streamline their practice and consolidate their processes in one place.

Freehold, NJ, February 24, 2010: SII Investments, Inc. has chosen Zenith Marketing Group, Inc. to provide life, fixed annuity, long-term care, and disability income product solutions and expertise for SII representatives and their clients. Zenith Marketing Group will not only provide a dedicated team of insurance professionals to SII representatives, but they have also developed a seamless, customized web portal for SII representatives giving them 24/7 access to rates, illustrations, underwriting guidelines, state specific forms, and new business and licensing information. In addition, Zenith Marketing Group will provide customized webinars and training on the latest sales ideas and product positioning to help SII representatives grow their business and set themselves apart from their competition.

SII Investments, Inc. is part of the National Planning Holdings (NPH) network. NPH is a broker-dealer holding company and an affiliate of Jackson National Life Insurance Company. Jackson National Life Insurance Company is wholly owned by Prudential plc (NYSE: PUK).

Zenith Marketing Group, with its main office in Freehold, New Jersey and satellite offices in Charlotte, North Carolina and Wayne and York, Pennsylvania, has been a leading, nationally recognized brokerage agency since its founding in 1995. With 65 employees, Zenith Marketing Group is comprised of experienced staff including internal wholesalers, licensing specialists, case managers, and specialty underwriters including an on-staff medical doctor. Zenith Marketing Group specifically caters to experienced insurance professionals, independent broker/dealers, small-to-medium sized banks, and property/casualty firms that seek to provide a competitive edge in the life insurance, fixed annuity, long-term care, and disability marketplace.

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