



Lion Street and American Financial Systems Launch Innovative Options for Executive Benefits in the Middle Market

Austin, Texas – April 19, 2012 – Lion Street and American Financial Systems, Inc. (AFS) have formed an alliance to create opportunities in executive benefits for the middle market through a multi-carrier platform featuring single source administration.

Similar programs in the industry are built for large corporate cases. Middle market clients today are left in an underserved space, with turnkey administration and insurance products traditionally offered by single insurance companies.

“The Lion Street and AFS alliance will create sophisticated plan design, benchmarking of optimal funding solutions, turnkey administration, and multiple carrier choices,” says Daniel Johnson, CEO of AFS. The alliance is part of a national business model that will bring together firms and strategic partners to round out a “total business solution” to underserved middle markets. They expect this market to grow at a faster pace than the large COLI market experienced.

AFS, a leader in serving the supplemental benefit and retirement needs of employers and plan participants throughout the United States, recently announced that its management team, led by Johnson, has reacquired the company from Guardian Life. Lion Street is a privately held, advisor-owned life insurance distribution company based in Austin, Texas.

“The AFS and Lion Street offering will provide our Advisor-Owners a unique, customized platform with enhanced client options and new revenue opportunities for their firms,” states Bob Carter, CEO and Founder of Lion Street

Lion Street will add twelve new Advisor-Owner firms nationally this year to leverage this new alliance. The inaugural invitation-only Business Insurance Solutions event will be held on May 22-23 in Dallas. This meeting will bring product solutions, selling systems, and administration support designed for the middle market, including owners of closely held business and professional practices (physicians, CPAs, and attorneys).

About Lion Street, Inc.

Lion Street, Inc. is a privately held financial services distribution company based in Austin, Texas. Lion Street provides elite independent life insurance producers access to the financial products, intellectual capital, and specialized resources they need to meet the sophisticated needs of their high-net-worth and corporate clients. Founded by industry veteran Bob Carter, Lion Street is a portfolio company of Austin Ventures, a venture capital and growth equity firm with \$3.9 billion of assets under management. To learn more about Lion Street, visit www.lionstreet.com.

About American Financial Systems, Inc.

Founded in 1986, AFS has made impressive progress over the past several years, making the complex market accessible to non-expert practitioners by developing turnkey packaged solutions for non-qualified deferred compensation plans, developing new proprietary optimization algorithms, forming new strategic partnerships, and recruiting outstanding technology, administrative and design teams.

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