



CONTACTS

Barry Friedman, CPA
CEO
BizActions, LLC
301.947.1429
bfriedman@bizactions.com

Kristy Short, Ed.D.
Public Relations
SAS Communications 360, LLC
734.481.0186
kristy@sascommunications360.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

BIZACTIONS SELECTED AS EXCLUSIVE PROVIDER TO PROFESSIONAL ADVISORS ALLIANCE— A SERVICE OF PENN MUTUAL LIFE INSURANCE COMPANY

*BizActions' leading business development platform provides customized
financial services e-newsletter to PAA members*

Potomac, MD, June 9, 2009—BizActions, the nation's leading provider of electronic newsletters for Certified Public Accountants, announced today its status as exclusive provider to Professional Advisors Alliance (PAA) of Penn Mutual Life Insurance Company (Penn Mutual). The agreement enables PAA to provide participating CPA firms with a customized financial services newsletter. Firms can use the newsletter to enhance client communications and generate leads. PAA represents the consulting alliance arm of Penn Mutual and works with CPA firms to help expand their financial service offerings.

“Our relationship with PAA and Penn Mutual represents an exciting opportunity to help CPA firms further promote their services and generate new business,” stated Barry Friedman, CEO at BizActions. “PAA is not only supplying firms with a content-rich newsletter, but with a powerful communication tool that will help enhance client relationships and promote value-added financial services.”

“PAA works with CPA firms to help them make sound business growth decisions,” said Phil Raymond, National Director of Strategic Alliances at Penn Mutual. “Our agreement with BizActions enables us to provide firms with a powerful marketing resource to help them accelerate lead generation. Digital communications have become a highly successful vehicle to interact with clients and promote business. We selected BizActions as our e-newsletter provider because they offer the most advanced newsletter platform for our CPAs.”

As the approved provider for PAA, BizActions created an e-newsletter specifically for CPA firms to support expansion efforts into financial services. The newsletter offers financial services articles that are timely and relevant and have been FINRA reviewed. Newsletters are delivered monthly and include a masthead that is unique to each firm. Individuals who are Registered Representatives of a FINRA member firm must ensure their masthead and custom created articles meet their broker-dealer compliance department's review and approval before use.

June 9, 2009
p. 2 of 2

About BizActions, LLC

Headquartered outside of Washington DC, BizActions provides professional service firms with customized, content-rich e-newsletters and a host of other helpful SaaS applications to improve communication efforts with clients, prospects, partners, and team members. Delivered through an innovative and powerful electronic business development platform, BizActions' easy-to-use integrated suite of applications helps firms generate new business, increase name recognition, enhance cross-sales opportunities, and position themselves as experts. For more information on BizActions visit BizActions.com or call **866.240.8477**.

About PAA

Professional Advisors Alliance (PAA), the consulting alliance arm of The Penn Mutual Life Insurance Company, Horsham, PA, helps CPA firms understand and evaluate their choices for expanding service offerings. PAA's comprehensive package of knowledge, prospecting tools, and personal coaching and planning support are designed to jump start a firm's efforts. Unlike other programs, PAA works with firms throughout the expansion process to ensure understanding and provide the needed guidance and support. In short, Professional Advisors Alliance helps firms bridge their accounting-only past with their financial services future. For more information visit ProfessionalAdvisorsAlliance.com or call **800.818.8184** ext. 8529.

A9CD-0521-02