

PRESS RELEASE
FOR IMMEDIATE RELEASE
July 6, 2009
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Leadbot Joins the Norvax Family of Health Insurance Resources for Agents and Brokers

**Leadbot adds superior life, health and annuity lead generation to the Norvax product line.*

July 6, 2009

Ben Wagner, president of Leadbot, a nationally recognized producer of high-quality life, health and annuity leads for insurance agents and brokers, announced today that Leadbot has been acquired by Norvax Inc., the leading provider of sales automation and web marketing technology for the insurance industry.

"Norvax was the first company to introduce a multi-carrier quoting platform for the health insurance industry, allowing agents and brokers to slash their quoting and proposal-generation time by up to 96%," said Wagner. "We're excited to join the Norvax family, as this will have a profound effect on our products and services."

For over a decade, Leadbot has been at the forefront in delivering superior life, health and annuity leads to agents and brokers across the country. As part of the Norvax family, Leadbot will be able to provide agents and brokers with additional tools, product enhancements and resources to address their insurance sales and marketing needs.

Leadbot will continue to operate as an independent, wholly owned subsidiary. Wagner will also remain at the helm of Leadbot.

"The addition of Leadbot will make a huge impact for Norvax and our clients," said Clint Jones, CEO of Norvax. "We are committed to continuing and supporting Leadbot's long-standing commitment to providing agents and brokers with attentive service and the highest-quality annuity, health and life insurance leads."

Norvax currently serves more than 10,000 agents with its powerful quote engine, email autoresponder, lead management system and advanced agent websites. *Inc. Magazine* has also named Norvax one of the Top 20 software companies in America for two years in a row.

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