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Date: February 15, 2005
For Release: Upon Receipt

**Vertafore Announces Creation of New Business Unit
Expanded Focus on Carrier and Agency Rating Solutions**

Vertafore, Inc. (f/k/a AMS Services, Inc.), a leading provider of specialized software, services and information for the property and casualty insurance industry, announced today the creation of a new business unit following the merger of Allenbrook and AMS-Rackley.

During the past 18-24 months, Vertafore has begun to create an increased presence within the insurance carrier sector. While its carrier activities have traditionally been concentrated within Allenbrook, both AMS Services, and the integrated AMS-Rackley business, have also seen growth in their carrier-related activities.

“Within AMS-Rackley we have leveraged the pre-existing strength of the former Rackley Systems and AMS Rating business units to create new revenue opportunities,” said Euan Menzies, CEO of Vertafore. “We have been able to deliver “real time, bindable” rates within a comparative rating environment with SETWrite. We are also working with a growing number of carriers to deploy rates within the broader Web environment using RATEWrite.”

“Allenbrook, meanwhile, has launched PremiumBill which allows carriers to consolidate multiple legacy billing systems into a single environment and PhoenixDirect which provides real-time web-based agent self-service features for carriers who run their business on Phoenix. The focus on carrier back-office operations brings breadth to the carrier .NET product offerings” continued Mr. Menzies.

To better position the sales, service, and product development organizations, and to focus more on providing integrated solutions that meet a broader range of the carrier’s potential needs, Vertafore has decided to merge Allenbrook and AMS-Rackley. This creates a stronger organization, with a more comprehensive product set and deeper resources, to compete in the carrier and agency rating arenas. The combined entity, with much larger revenue, product and market scale, is better suited to take care of the needs of its Phoenix, PremiumBill, SETWrite and RATEWrite customers in terms of support, product enhancements, seamless connectivity and continued innovation. As a reflection of its heritage and focus, the new organization will be named Rackley Solutions. The individual product brands (e.g., Phoenix, PremiumBill, PhoenixDirect, SETWrite, RATEWrite, POLICYRater, QuoteWorks and Rackley for Windows) will continue to be supported within the new umbrella brand structure. Over time, the Allenbrook brand will be de-emphasized.

Salil Donde, who is currently the President of AMS-Rackley, will assume broader responsibilities as President of the newly created business unit. “I believe these changes will better position us for future success, and will open up new opportunities to create enhanced value for our clients” stated Mr. Donde. “We are well positioned to continue to provide superior products and services for our agency and MGA clients, while broadening the range of solutions we can provide to insurance carriers.”

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About Vertafore

Vertafore is the leading provider of specialized software, services and information for the property and casualty insurance industry. Vertafore delivers solutions to facilitate independent agent productivity and carrier/agent connectivity. Throughout its three-decade history, Vertafore has become the management system, rating, point-of-sale and information source to over 15,000 independent insurance agencies, 120,000 end-users, and 300 insurance carriers. The four principal operating entities within Vertafore are: AMS Services, Rackley Solutions (AMS-Rackley and Allenbrook), SilverPlume and Vertafore Benefits.

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