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E-Z DATA and LIFELINK CORPORATION ANNOUNCE STRATEGIC ALLIANCE

Companies agree to integrate new web-based products

PASDENA, CA, November 15, 2002 -- E-Z Data, Inc. a leading provider of distribution focused front and back office systems for the life insurance industry and LifeLink Corporation, a major provider of life insurance sales illustration and quoting software, announced a strategic alliance today. Through this agreement, E-Z Data will integrate LifeLink Corporation's web-based products LifeLink Pro and WinFlex Web into its next generation distribution platform, Commerce Agency Web.

Commerce Agency Web is a state of the art J2EE web application blending the best features of E-Z Data's Enterprise CRM Platform™ (ECP™) and LifeMarkets' agency management system Commerce Agency.

LifeLink Pro consolidates powerful life insurance sales tools including VitalTerm, VitalUL, VitalLTC and VitalSigns, into one online solution currently serving more than 40,000 brokers. WinFlex Web is the web version of WinFlex, the industry standard single entry multi-carrier advanced illustration system currently offered by 35 life insurance carriers.

"Our corporate vision includes the deployment of our products as part of an End-to-End solution," said Craig Earnshaw, President of LifeLink Corporation in Park City, Utah. "Integrating WinFlex Web and LifeLink Pro into the Commerce Agency Web platform is a realization of that dream. With this powerful combination, our users can enter data once and then perform all of the tasks in the sales process."

Insurance agents, advisors, and distributors have long had to key the same data into multiple vendors' applications in the course of doing their jobs. The lack of integration and at times even compatibility between these applications causes tremendous inefficiencies in the entire process of quoting, selling, and providing ongoing customer service to clients.

"E-Z Data's web solutions are engineered from the ground up to facilitate this type of XML based integration, while simultaneously offering our clients very powerful, best of breed solutions. E-Z Data is very excited to add LifeLink Corporation to our growing list of integration partners," said Dale Okuno, President of E-Z Data, based in Pasadena, California.

This strategic alliance between E-Z Data and LifeLink will enable their mutual customers to use the LifeLink products from within the E-Z Data platform – obtaining carrier ratings, running quotes and illustrations without the need for re-keying client data, and automatically saving the resulting output, both data and forms, for agent productivity reporting and archival purposes.

E-Z Data, Inc., established in 1986 is the leading provider of front office systems for insurance companies, broker-dealers, general agents, agents and investment advisors. Its Web-based Enterprise CRM Platform™ (ECP™) provides a comprehensive distribution platform to synchronize the efforts of all the key players in marketing, sales, and customer service.

E-Z Data serves over 40 of the largest U.S. and international insurance and financial services companies, including American Express Financial Advisors, AXA Australia, Mutual of Omaha, ING, MetLife, New York Life, Prudential, GE Financial and Wachovia Bank.

E-Z Data's domain expertise, coupled with mature, industry-specific business components, results in consistently successful customer implementations. E-Z Data is headquartered in Pasadena, California. www.ez-data.com

LifeLink Corporation has been selling life insurance sales software applications for over 20 years. LifeLink's flagship application, WinFlex, offers a Single Entry, Multi-Carrier Interface (SEMCI) for more than 35 carriers. LifeLink Pro, a hosted suite of agent tools that seamlessly integrates into a distributor's website, includes Term, LTC and UL comparison systems as well as VitalSigns for carrier ratings and financial reports. For additional information about LifeLink Corporation, please visit www.lifelinkcorp.com

FOR FURTHER INFORMATION CONTACT:
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