



Press Release: Insurance Studies Institute Welcomes New Advisory Board Members

Keystone, Colorado (November 23, 2009) - The Insurance Studies Institute (ISI) is pleased to announce the addition of two distinguished professionals to its Advisory Board: Mr. Rob Haynie, and Brian T. Casey, Esq.

ISI President and CEO, Paul Siegert, announced the additions on November 23, 2009: "ISI's work is expanding in scope and volume, and it is critical to bring knowledgeable and diverse minds to the table. These outstanding gentlemen offer rich experience in various realms of life insurance and insurance law."

About John R. (Rob) Haynie: Mr. Haynie has been a major influence in the evolution of the life insurance secondary market (LISM) during his sixteen-year career of proactive involvement. Rob has been directly involved in negotiating and settling several thousand life settlement contracts. Mr. Haynie is a principle in Life Insurance Settlements, Inc. (LIS) which was one of the LISM original brokers and remains one of the largest life settlement broker companies. He serves on the Board of Directors of the Life Insurance Settlement Association (LISA) in addition to having served as its Vice President. He was recently recognized as one of the 10 most influential people in the LISM by his peers. Additionally, he is a noted speaker, panelist, author and contributor on the topic of the LISM across the globe. Rob serves on the customer advisory board of 21st Services, a life expectancy underwriter firm. Mr. Haynie, an Alumnus of Florida State University, currently holds a Life Agent License with Viatical Settlement Broker Appointment for LIS.

About Brian Casey: Mr. Casey is a Partner in and Co-Leader of the Corporate and Regulatory Insurance Practice Group of Locke Lord Bissell & Liddell LLP and is based in the firm's of the Atlanta office. Mr. Casey's practice encompasses a broad array of insurance industry clients and focuses in the areas of mergers and acquisitions and the multi-state regulation of insurance companies, insurance agencies, third party administrators, and other financial services firms, life insurance settlements, privacy and security, reinsurance, corporate finance, electronic commerce and signatures, insurance taxation and extended warranties. Mr. Casey is a nationally recognized speaker and regularly addresses some of the most prestigious organizations in the United States on issues regarding legal and regulatory trends affecting the insurance industry.

About ISI

Keystone, Colorado is home to the Insurance Studies Institute -- a non-profit "think tank," incorporated in 2007. *Through research, publication, education and fostering of action, Insurance Studies Institute (ISI) engenders leadership, innovation, clarity and fairness in the many paradigms of insurance-based risk management.*

For further information please call 1-970-262-1047, or visit www.insurancestudies.org