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**For Immediate Release**

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**AMS Services Wins Financial Services Innovator Awards**

Las Vegas — May 24, 2006 — AMS Services, a leading provider of software solutions for the insurance industry, announced today that it has been recognized by *Windows® in Financial Services* magazine as a recipient of the first annual Financial Services Innovator Awards.

“AMS Services was selected by the editors based on their aggressive adoption of new technologies; the innovative ways in which they put technology to use; and the potential for effecting long term change in the industry,” said Renee Wijnen Caruthers, contributing editor, *Windows in Financial Services*.

AMS Services takes full advantage of Microsoft technology in its AMS 360® and SETWrite™ solutions. AMS 360 is a comprehensive and easy-to-use independent insurance agency management system. AMS 360 provides a complete view of an agency’s business by tying together customer information, carrier relationships and agency-specific workflow automation in a single interface. The SETWrite solution enables agents to access rates from, and submit insurance data to, multiple carriers in real-time with a single-entry transaction. Both are built on Microsoft .NET technology to improve connectivity and workflows and work with other AMS Microsoft-based solutions including TransactNOW®. The TransactNOW solution puts agencies in direct, real-time contact with a carrier’s client information database while delivering quote requests, endorsement processing and new business submissions as well as comprehensive billing, claims and policy view inquiries from one simple interface.

“Microsoft technology allows our solutions to do so much more for our customers,” said Bill Bunker, vice president of product management and marketing. “We are very excited about this award and are committed to doing everything we can to make it easy for our customers to provide a superior customer experience to their clients. Working with Microsoft technology is part of this commitment.”

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**About AMS Services**

AMS Services is dedicated to helping independent insurance agencies achieve maximum performance and operational efficiency. The business offers a comprehensive, insurance-specific solution for managing critical business activities, including agency management, rating, benefits, performance management and carrier connectivity. With more than 150,000 users in over 15,000 agencies, as well as 300 carrier partners, AMS is a proven market leader providing the strategy and scalability to help independent agencies excel now and in the future. For more information on AMS Services, please visit [www.amsworld.com](http://www.amsworld.com).

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