



# News Release

*For Immediate Release*

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## **ACORD Launches New Advantage Web Site; Improves 15,000 Users Access to Forms and Other Services**

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Las Vegas, NV, May 24, 2004 -- ACORD's new Advantage Web site ([www.acordadvantage.org](http://www.acordadvantage.org)), which was launched today at the ACORD LOMA Insurance Systems Forum, will improve ACORD Advantage agents and brokers access to ACORD's products and services. Over 15,000 Advantage users access the site regularly.

The new site is customized to the needs of ACORD's Advantage Program members. Members previously accessed program features through the ACORD Web site ([www.acord.org](http://www.acord.org)), but by separating the Advantage Program features from the ACORD site, access is vastly improved.

Users will find that they can navigate more quickly through a simplified menu of options. The primary purpose of visitors to the site is to access and download ACORD Standard Forms for Property and Casualty and Life, Annuity and Health insurance. The new navigation represents an improved workflow for the many agents and brokers that use it as their main source for ACORD forms to process new and existing business.

The new site was launched in conjunction with ACORD's release of its first fillable forms. Over 500 forms are now available that can be filled out online or downloaded, and e-mailed, faxed or printed and mailed to customers and business partners. A key new feature of the site's user-friendly interface is a Forms search function. Search by form number, form name, frequently used, line of business, or by state.

Users will also find it easier to access the full suite of Advantage products and services. These include The Forms Instruction Guide, agency evaluation tools, technology and agency management information, online education, user group information and agency best practices.

Creating an interactive community that can provide constructive feedback to the Advantage program and ACORD's industry forms development process is also a goal of the site. Users will find it easier to make suggestions from within the ACORD Forms for improving the forms and enhancing other Advantage services.

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*About ACORD: Based in New York, ACORD (Association for Cooperative Operations Research and Development) is a global, nonprofit insurance association whose mission is to facilitate the development and use of standards for the insurance, reinsurance and related financial services industries. With offices in London as well, ACORD accomplishes its mission by remaining an objective, independent advocate for sharing information among diverse platforms. ACORD Standards and services improve efficiency and expand market reach. Affiliated with ACORD are hundreds of insurance and reinsurance companies, and thousands of agents and brokers, related financial services organizations, software providers, and industry organizations worldwide.*

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