

Press Release

Apptical Corporation Releases SoundDecisions II Platform

SoundDecisions I is Retired With 900,000 + Insurance Interviews Completed

Boca Raton, FL – May 25, 2011- Apptical Corporation, a trusted leader in tele-underwriting services for the insurance industry, announced today the release of SoundDecisions II, an online application product that offers life insurance companies the ability to quickly qualify applicants over the phone in order to manage risk.

SoundDecisions is a highly customizable solution and can be modified for any life insurance company's rules and guidelines, providing the ability to underwrite more applicants and sell more insurance products. It confirms and records applicant's answers to vital personal and health-related questions, to generate an accurate and truthful applicant profile.

"This wonderful new product effectively builds on the success of SoundDecisions I providing more features and benefits to users throughout the industry," said Paul Klimek, President of Apptical. "Along with our other core products, LiveApp, and PURE, our collection of life insurance applications are best of breed solutions that will lead the industry into the future."

SoundDecisions enables the interviewer to evaluate responses as Client Coached, Client Hesitated or Client Changed Answer. A comment box enables the interviewer to add details. Those choices affect the applicant's score, so the policy can be approved or disapproved accordingly.

With the SoundDecisions II platform, insurance agents enter their applicant's information on an electronic form, which is then reviewed by Apptical's interviewer for accuracy, future reference and legal purposes. Once confirmed, it is available within minutes on Apptical's secure website for use by the underwriter.

Utilizing the latest phone and web-based technologies, Apptical communicates directly with their client's prospects to ensure the fastest, most accurate data. The SoundDecisions process is designed to minimize paperwork, reduce costs and improve overall efficiencies.

"We're excited to offer this new product to the Apptical family of clients; those companies that participate will be able to close more deals in less time and achieve more success by using SoundDecisions II," said Klimek.

Apptical completed over 180,000 Life Insurance Telephone interviews in 2010. More information about Apptical products and services can be found online at www.apptical.com.

About Apptical

Apptical provides tele-underwriting services for the insurance industry. A recognized leader in the industry, Apptical provides superior life insurance business solutions to insurance providers around the nation. Since 1988, Apptical has grown rapidly through quality services, innovative approaches and a total commitment to their clients' success.

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