



Where technology, innovation and delivery come together

Capital Investment Companies implements VisibleChoice® by Insurance Technologies as their product comparison and suitability tool to enhance their annuity sales process.

COLORADO SPRINGS, CO, March 5, 2012 – Insurance Technologies, LLC, a provider of sales automation solutions for the financial services industry, announced today the successful implementation of their annuity sales and research platform, VisibleChoice®, for Capital Investment Companies. VisibleChoice provides Capital Investment Companies Advisors a user-friendly solution to easily compare annuity benefits and features side by side from multiple carriers, to make quick suitable annuity sales.

After performing a thorough assessment of multiple annuity comparison software solutions, Capital Investment Companies selected VisibleChoice for its advanced technology, user-friendly interface, easy access to accurate annuity information including historical data, and its single sign-on integration capabilities through their in-house portal.

With anytime access to Variable, Fixed and Fixed Indexed annuity product information including, but not limited to, shares class, income benefits, withdrawal benefits, carrier ratings, underlying fund fact sheets, actuarial reviewed feature and rider descriptions and FINRA reviewed reports, Capital Investment Companies Advisors will be able to make product recommendations that meet their clients' needs quickly and easily. Whether it is a new annuity sale or a 1035 exchange sale, Capital Investment Companies Advisors will have real time product information, risk tolerance and suitability questionnaires, and the tools they need to provide confident financial advice to their clients, expediting and enhancing the sales process for all involved.

“By implementing VisibleChoice, our Advisors will be able to provide the financial advice and support to their clients quickly while efficiently managing suitability and record keeping processes,” said Bill Nicholson, Principal, Capital Investment Group part of Capital Investment Companies, Inc. “VisibleChoice provides our Advisors the technology and features to heighten their sales processes while expediting the home office review process.”

“Insurance Technologies is excited to provide Capital Investment Companies Advisors a wealth of product information in an easily accessible system with VisibleChoice,” said Steven Acosta, Vice President of Sales, Insurance Technologies. “To be able to provide Capital Investment Companies a solution that enables their Advisors to serve their clients more resourcefully while managing the suitability and record keeping challenges they face today is truly an honor.”

About Insurance Technologies (www.insurancetechnologies.com)

Based in Colorado, Insurance Technologies provides innovative sales automation solutions to the financial services industry, supplying Carriers, Broker Dealers, Bankers and Advisors the accurate sales tools allowing them more time to develop new sales opportunities. Our product suite manages the sales process across distribution channels thus providing Straight-Through Processing (STP) resulting in more in good order applications. ForeSight™ is a mobile point-of-sale platform that illustrates all business lines across diverse distribution channels. VisibleChoice® is a multi-carrier annuity sales solution that compares side-by-side product features and values thus reducing compliance risk and increasing suitability. FireLight® is an

electronic fulfillment platform that provides a low cost, flexible and easy to deploy solution for all product lines resulting in world class electronic application processing. With over 200 employees, Insurance Technologies is known for our best of class products, advanced technology, dependable delivery and highly regarded customer service.

About Capital Investment Companies (www.cico.us)

Capital Investment Companies is primarily comprised of Capital Investment Group, Inc. and Capital Investment Brokerage, Inc., (two FINRA /SIPC Members), and Capital Investment Counsel, Inc. (an SEC registered Investment Advisor). Headquartered in Raleigh, N.C., for more than 25 years, Capital Investment Companies (www.cico.us) is one of the largest independent financial services firms in the Southeastern United States. With their affiliates and strategic partners, the firm offers a wide variety of financial services to individuals, institutions and the CPA and banking community including: traditional investment brokerage, money management, investment banking, trust services, mortgage services, estate planning, insurance services, retirement plans and a community foundation.

For more information, and/or a copy of the complete release contact:

Kristin Wills

VP, Marketing

1-719-442-6400

kwills@insurancetechnologies.com