

ADVANTAGE
INSURANCE
HOLDINGS LTD.

ADVANTAGE INSURANCE COMPLETES CORPORATE RE-BRANDING

GRAND CAYMAN, Cayman Islands and SAN JUAN, Puerto Rico, October 1, 2014 (GLOBE NEWSWIRE) -- Advantage Insurance Holdings Ltd. (“Advantage”), a leader in providing customized insurance solutions for businesses and individuals, announced today that its subsidiary Ashley Cooper Life International Insurer, SPC has changed its name to Advantage Life Puerto Rico A.I. (“Advantage Life Puerto Rico”). The change is effective immediately and completes the re-branding of Advantage’s operating subsidiaries initiated in 2013.

Advantage CEO Walter Keenan said, “Projecting a consistent corporate identity across all of Advantage’s operating companies helps our clients and their professional insurance advisors understand that they will receive the same high level of service in Puerto Rico as in any of our other locations. Advantage Life Puerto Rico is one of our fastest growing companies, and we appreciate the Office of the Commissioner of Insurance’s assistance in facilitating our important re-branding effort.”

Advantage Life Puerto Rico holds an unrestricted Class 5 Life-Disability license issued under the International Insurance Center Law of Puerto Rico. It offers a full range of private placement life insurance products and services to the international market, with face amounts of up to \$100 million per insured life. Policy benefits are backed by Advantage Life & Annuity Company SPC and benefit from additional reinsurance coverage from highly rated third-party reinsurers.

About Advantage

Advantage Insurance Holdings Ltd., through its operating subsidiaries, provides customized insurance products and services to businesses and individuals worldwide. Founded in 1993, today Advantage serves over 200 clients and administers over \$1.1 billion of insurance assets from its headquarters in Grand Cayman and operating locations in Charleston, South Carolina; Hato Rey, Puerto Rico; and Scottsdale, Arizona. Advantage’s primary lines of business include private placement life insurance, captive insurance management and alternative risk transfer services. Additional information is available on the company’s website: www.aih.com.ky.

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