



NEWS



A leading insurance, risk management and employee benefits brokerage and consulting firm.

CONNER STRONG OFFERS TOBACCO CESSATION PROGRAM THROUGH FREE & CLEAR

Conner Strong signs agreement with Free & Clear, Inc. to offer world-class Quit For Life[®] program to clients

MARLTON, NJ, (June 30, 2010) Conner Strong, the region's leading insurance, risk management and benefits firm, today announced an agreement with Free & Clear, Inc., a wholly owned subsidiary of Alere LLC and its parent company, Inverness Medical Innovations. The arrangement gives Conner Strong clients unique access to Quit For Life[®], the nation's leading tobacco cessation program that treats addiction with phone-based coaching, web-based tools, and Nicotine Replacement Therapy through direct mail fulfillment.

Conner Strong is offering the program to clients at deeply discounted costs, keeping in line with its proprietary BeneFiscal[®] approach. The approach is designed to simultaneously address the need for quality benefits offerings while containing overall costs. Providing affordable access to health improvement programs and services like Quit For Life is a key component of the firm's approach.

"We are pleased to offer our clients preferred pricing and unique access to this highly effective and scientifically-proven program. Quit for Life[®] is a cost-effective benefit, allowing employers to save on medical costs and lost productivity," said Joseph M. DiBella, Executive Vice President, Employee Benefits Consulting Practice, Conner Strong.

"Conner Strong's approach to customized employee benefits programs offers an ideal opportunity for employers to access the Quit for Life[®] program. Free & Clear is proud to partner with a company that is equally committed to providing clients with unique solutions and top quality service," said Rachel Grossman, Vice President, Free & Clear.

Data on Quit for Life[®]

The Quit for Life[®] Program, brought to you by a partnership between the American Cancer Society[®] and Free & Clear, evolved 25 years ago out of research funded by the National Cancer Institute to test the effectiveness of telephonic smoking cessation treatment. The results of the study showed that combining self-management materials with cessation calls

boosted quit rates over 50% compared to controls. Since that time Free & Clear has established itself as the national leader in tobacco dependence treatment.

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ABOUT CONNER STRONG

Conner Strong is a leading insurance, risk management and employee benefits brokerage and consulting firm. Through proprietary approaches, the firm offers customized programs designed to align with organizational goals and drive bottom-line growth.

Founded in 1959 with offices in New Jersey, Pennsylvania and Delaware, Conner Strong ranks among the largest insurance brokerages in the country. Each year, the company places approximately \$1 billion in premium volume and has a team of nearly 300 professionals, serving clients throughout the United States and abroad.

The firm's specialty practices include: Aviation, Construction, Construction Wrap-ups, Education, Healthcare, Hospitality & Gaming, Life Science & Technology, Public Entity and Real Estate.

ABOUT FREE & CLEAR

Free & Clear, a wholly owned subsidiary of Alere LLC and its parent company, Inverness Medical Innovations (NYSE: IMA), specializes in web-based learning and phone-based cognitive behavioral coaching to help employers, health plans and state governments improve the overall health and productivity of their covered populations. Free & Clear's evidence-based programs address the four key modifiable health risks that contribute to chronic disease: tobacco use, poor nutrition, physical inactivity and stress. Evidence-based and subject to continuous improvement, Free & Clear's programs reflect the company's standards of excellence in scalable service quality, customer service, continuous program improvement and transparent reporting of measurable outcomes.