



Aplifi and CRL Align to Deliver Electronic Lab Results Via PolicyBox.

Pompano Beach, FL., April 28, 2011– Aplifi, a leading provider of Life & Annuity Order Management, Client Management and Marketing solutions for the insurance and financial sectors, and Clinical Reference Laboratory, Inc. (CRL), one of the country's leading providers of medical lab testing for the insurance industry, announce a newly formed alliance to deliver lab results electronically through Aplifi's PolicyBox platform.

PolicyBox, which was originally designed to electronically deliver insurance policies and annuity contracts, has been expanded to include the delivery of many types of documents related to the sales and processing of insurance and financial products. The alliance between Aplifi and CRL signals a market shift from providing lab results to the end consumer via postal services and paper process to the more efficient and cost-effective PolicyBox solution. The robust rules engine within PolicyBox provides the insurance carrier the flexibility to offer the electronic lab results delivery service at the time of policy delivery or at a later time, based on direct consumer request. This flexibility gives consumers virtually instant access to their personal lab results.

"CRL is the perfect alliance partner for Aplifi on this initiative. CRL is more than a cutting edge lab, it is also committed to forward-thinking information management through products such as SmartScore™ and CRL-PLUS™. CRL immediately recognized the advantages of delivering lab results along with the policy on an electronic platform. This natural extension of PolicyBox with our partners at CRL was accomplished quickly and the carriers adopting PolicyBox are thrilled with the additional value and immediate ROI," said Dan Smith, President and Chief Executive Officer, Aplifi. "Working with CRL by offering additional functionality to PolicyBox beyond simple delivery of the policy or contract shows our continual commitment to making the platform the industry best."

"Aplifi fits directly into CRL's value proposition of delivering state of the art lab testing and solving client's information delivery challenges in the most efficient and effective ways possible. Their PolicyBox platform, with its flexibility and robust rules engine, is a great complement to CRL's value-added services such as SmartScore™ and CRL-PLUS™. These innovations are the sorts of things our customers expect and appreciate from CRL, and Aplifi helps us exceed those expectations," said Brian Coens, Vice President, Sales at CRL. We are excited about the future with Aplifi as it's only been a short time since our initial discussions and we already have several carriers interested in using PolicyBox and CRL for this solution. We believe that our combined offering will provide huge dividends for insurance carriers in the way of efficiencies and cost savings."

About Aplifi:

Aplifi (www.aplifi.com), formerly Blue Frog Solutions, based in Pompano Beach, Florida, is a leading technology provider focusing on the life insurance and financial services markets. Aplifi offers “In Good Order” solutions that facilitate more compliant insurance transactions, driving increased business. Aplifi’s products include AFFIRM for Annuities, AFFIRM for Life, InsureSocket, I-Relay and PolicyBox. **We Simplify Selling Insurance!**

About CRL:

Established in 1979, CRL is a privately held reference laboratory in Lenexa, Kansas offering leading-edge testing services in the areas of Clinical Trials, Corporate Wellness Programs, Genomics, Insurance, Molecular Diagnostics, BioAnalytics and Toxicology. CRL is one of the largest single-site laboratories in the US and analyzes over 100 million tests annually. In addition, CRL has a satellite laboratory near Cambridge, UK. Additional information is available at www.crlcorp.com.

Media Contacts:



Roy Goodart
Senior Vice President Marketing
Aplifi
800.861.8908 ext. 706
roy.goodart@aplifi.com
www.aplifi.com



Jeff Parker
Director, Marketing and Sales Administration
Clinical Reference Laboratory (CRL)
800-445-6917
ParkerJ@crlcorp.com
www.crlcorp.com

