CAPITALROCK ANNOUNCES NEW YORK LIFE INSURANCE COMPANY AS NEW CLIENT FOR SOFTWARE CAPABILITY

Innovative Software Program Offers Enhanced Service to the Company's Field Force

Salt Lake City, UT April 27, 2010 - CapitalRock announced today that New York Life Insurance Company has licensed the RightBridge Sales System. After a successful pilot, New York Life will make RightBridge available to all of its agents this year.

RightBridge is an innovative electronic tool which uses a sophisticated business intelligence and analytics engine to analyze a client's needs in comparison to that client's current portfolio of products and coverage, identifying areas that may need future focus. RightBridge provides agents with timely information and detailed reasons why each opportunity is relevant; giving the agents the information they need to engage in meaningful discussions with their clients. All of this is accomplished with no agent intervention required—no queries, reports, etc. It simply appears on the agent's dashboard, with easy to implement actions that may lead to greater sales activity.

"New York Life was just ranked as the number one most admired life insurance company in America by Fortune magazine and consistently has more MDRT agents than any other company in the United States and we are honored to have them as a RightBridge client," commented John Hyde, CEO of CapitalRock. "We are pleased that New York Life has chosen this effective software to enhance their services and provide the best for their customers. We believe it is really a win-win for the agent and the client."

"New York Life looks forward to making this innovative electronic tool available to our field force. We received positive feedback from the agents involved in the pilot program and expect that the roll-out to our entire field force will be well-received and enable our agents to more easily provide the best service to New York Life's policy owners and potential policy owners," said Tom Shea, First Vice President, New York Life.

About CapitalRock

CapitalRock, LLC is focused on maximizing sales opportunities within a company's customer base. CapitalRock was founded by a group of industry experts that have been building customer relationship and wealth management solutions for the financial services market for 20 years. The founders began using expert systems in the financial planning and wealth management arena in 1987, and over the years have applied various analytical and rules engines to the areas of online trading, compliance and suitability, real-time market data distribution, new account opening, and wealth management. For more information, visit http://www.capitalrock.com.

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