

EbixExchange and CapitalRock Enter Strategic Partnership and Reseller Agreement

Salt Lake City, Utah, June 15, 2011, 2011 – EbixExchange and CapitalRock have entered into a strategic partnership agreement for EbixExchange to resell CapitalRock's RightBridge technology to its clients. The firms will work together to more closely integrate CapitalRock's RightBridge technology with the Ebix CRM SmartOffice system. The companies will also work together to deploy a version of RightBridge sold by EbixExchange as an add-on for SmartOffice retail customers.

The RightBridge solution uses a sophisticated business intelligence and analytics engine to analyze clients' accounts, policies, holdings, transaction history and demographic information to determine the most appropriate and relevant sales opportunities for financial professionals to discuss with their clients. RightBridge provides the reasons why each opportunity is relevant; giving the advisor the information they need to engage in client discussions.

"Using the Smart Integrator we integrated SmartOffice data into RightBridge last year. We are excited to further our relationship with EbixExchange as SmartOffice is a leading CRM system for financial services," says John Hyde, President and CEO at CapitalRock. Agents and financial professionals have made SmartOffice the central hub for their client data and RightBridge can leverage that data to identify more sales opportunities for advisors while maintaining a trusted relationship."

The needs based sales opportunities identified by RightBridge are displayed directly in SmartOffice and users can easily access these sales opportunities on the client contact tab or from an embedded widget in a SmartOffice dashboard. It's important that the users can access everything they need right within the SmartOffice system which is the core of many agents and financial professionals productivity.

Dan Delity, Senior Vice President of Ebix Exchange, commented, "we are committed to making SmartOffice the center of agent productivity and embedding RightBridge into SmartOffice allows agents and financial professionals to drive additional sales opportunities directly from SmartOffice. I'm confident RightBridge can drive a significant increase in sales for SmartOffice Users and any product we can offer that helps drive revenue and ROI for our customers is a positive."

CapitalRock

CapitalRock, LLC is focused on maximizing sales opportunities within a company's book of business. CapitalRock was founded by a group of industry experts that have been building wealth management and financial planning 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 and wealth management. For more information, visit <http://www.capitalrock.com>.

About EbixExchange

A division of Ebix, Inc., EbixExchange is the premier On-Demand Software Exchange that offers products and services that automate, expedite, and improve the process for the life insurance, annuity, property & casualty, and health insurance industries. Seen as a leading developer of electronic Straight Through Processing, EbixExchange currently supports a broad range of insurance agencies, brokerage and clearing firms, and operations centers at over 100 of the leading insurance carriers and their affiliates. EbixExchange products include WinFlex (multi-carrier compliant illustrations), VitalSales Suite (research/quotes/forms), AnnuityNet (annuity order-entry), LifeSpeed (advanced application processing), EbixCRM (SmartOffice® Customer Relationship Management and Agency Management System), EbixHealth (employee benefits and claims) and various P&C exchanges across the world. For more information, please visit www.ebixexchange.com

About Ebix, Inc.

A leading international supplier of software and e-commerce solutions to the insurance industry, Ebix, Inc., is a publicly-held corporation (NASDAQ:EBIX - News). Ebix has unparalleled expertise in helping a wide variety of

insurance and financial services companies meet their unique needs. With bases in Singapore, Australia, the US, New Zealand, India and Canada, Ebix provides application software products, custom systems development, staff augmentation, and BPO services to more than 3,000 customers on six continents. Ebix is a certified CMMi5 company and has also earned ISO 9001:2000 certification for both its development and call center units in India. For more information, visit <http://www.ebix.com>.