Colorado Bankers Life Insurance Company® (CBLife) to Launch iGO and Support the Expectations of Millennial Distribution
iPipeline's New iGO "JumpStart" Program Delivers Solution within 60 Days

Exton, PA (August 23, 2016) – iPipeline®, a leading provider of cloud-based software solutions for the life insurance industry, today announced CBLife has selected iGO® to process its Timber Ridge Series® term life product with a critical illness rider. CBLife is the first North American insurance carrier to participate in iPipeline's new iGO "JumpStart" program.

iGO is an intelligent fillable form used for the processing of life insurance applications, to streamline new business activities and provide flexibility and options to support growing millennial expectations for digital technology in buying and selling activities. Under its JumpStart program, a single term life or final expense product is selected for accelerated deployment within 60 days at a highly competitive price. Standard features include wizard screens, basic rules, doctor and Rx lookup, address verification, e-signature, print and wet sign, email validation, PDF submit, SSO, Admin tools, standard reports, and responsive design. The deployed solution can be enhanced at any time to add additional functionality.

"To provide CBLife with an accelerated deployment schedule at affordable pricing and with minimal disruption to them, we altered our traditional implementation approach. We simply collected the necessary artifacts such as product guide, application and high-level requirements, and built the Timber Ridge product based on the best practices from our vast experience implementing over 1100 Products on the iGO platform," said Tim Wallace, CEO, iPipeline. "This level of flexibility can accommodate the needs of carriers across the entire spectrum. Some will require more in their e-App, some less. The goal is to enable all tiers of carriers with what they specifically need to maintain market momentum in a world that is increasing digital. Millennials have high technology expectations, and iGO is a key component in the overall tool set for agents and distributors."

"JumpStart was the right program for CBLife because it delivers rapid deployment of e-delivery product capabilities without sacrificing a robust user interface," said David Burghard, President of CBLife. "We kept it 'in the box' with regard to bells and whistles, allowing us to rapidly move through deployment. The iPipeline team took our product guides and forms and built a solution to meet our distribution partners' needs. The result is a win for CBLife's policyholders, distributors, associates and a win for iPipeline."

About Colorado Bankers Life
Colorado Bankers Life Insurance Company® (CBLife), rated B++ (Good) by A.M. Best,[1] has been helping Americans successfully build and manage their insurance needs for more than 40 years. CBLife provides voluntary, supplemental products including life, accident, critical illness, and annuities. It serves unions, individuals, public and private companies, municipalities, school districts and federal, state, postal and military personnel in 49 states, the District of Columbia and Puerto Rico. CBLife's mission is to meet our customers wherever they are in life and to provide insurance products to help them prepare for a secure financial future.

For more information, visit www.cblife.com.

[1] As of December 16, 2015. A.M. Best Company rates the overall financial condition of a company using a scale of A++ (Superior) to F (In Liquidation).

About iPipeline
iPipeline is a leading provider of cloud-based software solutions for the life insurance industry. Through our SaaS solutions, we accelerate and simplify insurance sales, compliance, operations and support. We provide process automation and seamless integration between every participant in the life insurance industry including carriers, agents (such as financial advisors and independent insurance agents), distributors (such as banks, broker-dealers and general agencies) and consumers. Our innovative solutions enable automated processing for pre-sales, point-of-sale execution of applications, post-sale support, reporting, consumer delivery and agency management.

iPipeline provides the process automation and seamless integration needed on a global basis to make a sale by aggregating more than 120 carriers, 875 distributors and financial institutions, and their producers and licensed advisors in a cloud-based environment. Headquartered in Exton, Pennsylvania, iPipeline has locations in Cheltenham (UK), Fort Lauderdale, Huntersville, Philadelphia, Salt Lake City, and Vancouver. Save the date for iPipeline's **Connections 2017 User Meeting & Conference** on March 15-17 at the ARIA in Las Vegas. Visit www.ipipeline.com.

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