



The Lewer Agency, Inc.

For Immediate Release

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Vice President, Marketing and Business Development Appointed at The Lewer Agency, Inc.

KANSAS CITY, MO – (August 31, 2009) – The Lewer Agency, Inc. is pleased to announce the appointment of Rick Thomas to the position of Vice President, Marketing and Business Development, effective September 1, 2009.

The Lewer Agency, Inc. is a leading provider of employee benefits programs for franchised operations in the United States and Canada, and an administrator of health insurance plans for international students attending educational institutions in the United States.

Mr. Thomas has served the company as a marketing consultant, since 2004, and as a member of the Lewer Life Insurance Company board of directors since 2008. He was Managing Director of his own company, SmartMark Public Communications, an international marketing, advertising, public relations, and management consulting firm in Kansas City, since 1999.

Before starting his own company, Thomas worked as Managing Director for Geoff Howe & Associates, Ltd., where he was instrumental in the creation of a full-service Kansas City office for the London-based advertising agency. He was also Director, New Business Development for Valentine Radford's Revolution business unit, where Thomas and his team won a number of high-profile clients including Hill's Pet Nutrition, Wal-Mart, and Farmland Industries.

Other career highlights include working as Executive Vice President, Marketing and Sales for Access Industries, Inc., from 1983 to 1995, and serving as Director of Marketing for American Stair-Glide Corporation, from 1978 to 1983. During his tenure with the company sales grew on a global basis from \$3 million to nearly \$50 million.

Thomas volunteers at the National Kidney Foundation as board chairman for the non-profit organization's Midwest region.

“The Lewer Agency’s new Vice President, Marketing and Business Development is an accomplished executive with proven skills in the public communications arena, specifically marketing, public relations, strategic planning, and advertising,” said Mike Lewer, President and CEO at the company. “The Lewer team has enjoyed working with Rick over the past few years and, together, we are looking forward to strengthening the Lewer brand in our specialty markets and pursuing new developments for our companies.”

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