



Investment Realized as Phase One Goes Live

Pacific Blue Cross and BC Life Release the First Phase Implementation of the Global IQX Rating and Quotation System....

Ottawa, ON – February 27, 2009 - Global IQX Inc. a leading software provider in business automation and business process management for the North American employee benefits industry, today announced that Pacific Blue Cross and British Columbia Life & Casualty Company have successfully implemented the first in a series of phases toward automating manual and experience rating for their Health, Dental and Life products. The initial capabilities include online quoting, rating and proposal generation.

Pacific Blue Cross began seeking a replacement for their current Rating and Quotation systems (RQS) over a year ago. They were looking to replace their current system with a single integrated application that would offer the robustness needed to calculate rates for group benefit plans, including the following benefits: Extended Health, Dental, Life, Dependent Life, Critical Illness, Accidental Death & Dismemberment, Short Term and Long Term Disability.

After a thorough evaluation process that considered the offerings of the leading quote and rating automation vendors in North America, Pacific Blue Cross chose Global IQX to deliver the project. The scope included the design, implementation and testing of a packaged Rating and Quotation solution, and its associated processes for all benefit lines. The project scope also includes extracting data for use in other PBC/BC Life systems.

"Throughout the evaluation process our team realized that Global IQX would be a solid business partner for us as we finalized our requirements," said John Crawford, Senior Vice President, Financial Services. "The relationship we build with Global IQX is important as we advance with technologies that help us foster stronger relationships with our customers". "We are also realizing the benefit of the improved flow of information between our own internal departments such as Sales and Underwriting. As an early adopter, the positive outcomes seen so far, together with the terms and conditions of our agreement with Global IQX provide a strong foundation for extending the same value to other Blue Cross organizations."

"A dedicated team of Business Analysts, Project Managers and Developers from both companies have worked very hard together as a partnership to ensure that Sales, Actuarial and Underwriting will realize reduced costs and streamlining of business processes across the various departments with this system" said Mike de Waal, Global IQX president. "Pacific Blue Cross joins a growing list of forward-thinking insurance companies that have licenced our software platform to support a full array of Group insurance products, and all of the processes between requests for quotes through to the final sale. We are anxious to take the experiences from what we have learned in working with PBC and leverage them with other Blue Cross Blue Shield organizations throughout North America."

About Pacific Blue Cross and British Columbia Life & Casualty

Pacific Blue Cross has been British Columbia's leading provider of extended health and dental benefits for 70 years. And through its wholly owned subsidiary, British Columbia Life & Casualty Company has been offering Life, Disability and Critical Illness insurance since 1981. Their comprehensive understanding of the changing health care needs of British Columbians fuels a strong commitment to service. Pacific Blue Cross provides health benefits to nearly 1.5 million members and their dependents through more than 8,000 employer group plans for businesses, governments, unions and associations, and through individual plans for those who do not have coverage with their employer,

About Global IQX, Inc.

Global IQX, www.globaliqx.com, established in 1999, specializes in configurable, component-based sales and services automation solutions that streamline and optimize business processes for North American group benefits insurance organizations. Offered as a complete suite or individually, these solutions automate rating, underwriting, renewal and enrollment supporting all lines and market segments. Global IQX's production proven solutions increase operational efficiency and reduce cost while promoting improved communication and interaction within and across departments. Developed and delivered by a team with group insurance depth and experience, these solutions give business users more control, with less dependence on IT resources. Clients include many of North America's largest insurance companies.

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