

## Puritan Financial Companies Launches Website

DALLAS - January 30, 2009: Puritan Financial Companies announced today the release of their new web portal. The Puritan Provider web portal will be used both internally and externally to streamline the notable growth of its Life Insurance and Annuity business.

The web portal will be primarily utilized by the business processing area. The North Texas office will be the first to use the new system. With over fifty thousand clients, Puritan plans to simplify its workflow and processing by using the new website.

“Communication between the corporate office and district office with most Life Companies is slow and antiquated. With the Puritan Provider we will drastically improve the quality and effectiveness of our communication. Anything that we can do to improve the quality of service to our clients is a benefit to us,” says Matthew McIntyre, CEO of Puritan Financial Companies, Inc.

About Puritan Financial Companies:

Puritan Financial Companies, Inc. is a privately owned holding company that has four operating subsidiaries that include a Registered Broker Dealer (Puritan Brokerage Services, Inc.); a Registered Investment Advisor (Puritan Investment Advisor); a multi-state licensed insurance agency (Puritan Financial Group); and a life insurance company (Puritan Life Insurance Company). The company operates in eleven states and is a leading provider of financial solutions for the mature market that feature safety of principal, high levels of service, and solid value for our clients.

This press release includes statements that may constitute "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to, continued acceptance of Puritan's products and services in the marketplace, competitive factors, changes in regulatory environments, and other risks. Puritan does not undertake any obligation to update or publicly release any revisions to any forward-looking statements to reflect events, circumstances or changes in expectations after the date of this press release.

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