

## **Madison Benefits Group Joins Forces with Higginbotham & Associates**

*Partnership Enhances Madison Benefits' Robust Suite of Service Offerings*

**HOUSTON, Sept. 12, 2008** - Madison Benefits Group, a Houston-based employee benefits brokerage and consulting firm, announced today plans to join forces with Higginbotham & Associates, a leading national insurance brokerage firm. The new partnership expands Madison Benefit's current service offerings by adding personal and commercial property and casualty coverage lines and risk management services to its already extensive portfolio.

"This partnership with Higginbotham & Associates further increases our ability to add capacity for our clients," said Beth Madison, president and founder of Madison Benefits. "It solidifies Madison's position in the marketplace as the 'go-to-firm' for Texas employers."

The alliance forms one of the largest independent brokerage firms in Texas, with a combined staff of more than 310 employees and 11 statewide offices. Under the terms of the agreement, the company will continue doing business under the name "Madison Benefits Group." As part of the deal, senior management from Madison Benefits will become principal shareholders in the newly formed entity and current staff will play a vital role in the company's continued growth.

"This is a complementary pairing of companies who share similar values and a common entrepreneurial spirit," said Rusty Reid, president and CEO of Higginbotham & Associates. "We chose to partner with Madison for its unparalleled reputation in the employee benefits arena."

Founded in 1989, Madison Benefits Group is a Houston-based employee benefits brokerage and consulting firm specializing in corporate employee benefits and retirement programs. Higginbotham & Associates, headquartered in Fort Worth, Texas for 60 years, provides businesses and individuals a single source solution for comprehensive financial and insurance services. Higginbotham is aggressively expanding its operations throughout Texas by joining forces with insurance firms that have strong footholds in their local markets. Madison Benefits Group is the second partnership that Higginbotham has launched this year.

For more information about Madison Benefits, visit [www.madisonbenefits.net](http://www.madisonbenefits.net). For more information about Higginbotham & Associates, visit [www.higginbotham.net](http://www.higginbotham.net).

### **About Madison Benefits**

Madison Benefits Group is a full-service employee benefits brokerage and consulting firm specializing in the planning, management, administration and communication of employer sponsored health and welfare plans. Madison Benefits Group includes MBG Retirement, Inc. focusing on retirement plans. MBG Co-Sourcing Solutions, LLC. is a full-service outsourcing unit and licensed third-party administrator. The company's mission is to use its collective proficiencies and expertise to help clients reach their highest objectives for employee benefits.

### **About Higginbotham & Associates**

Higginbotham & Associates serves as the "Single Source for a Secure Future" for thousands of individuals and businesses. It offers a full line of insurance, risk management and financial services by providing access to commercial and personal property/casualty coverage lines, employee benefits, retirement plans, life insurance and executive compensation through more than 300 carriers. The company, founded in 1948, is ranked among the nation's largest regional insurance firms.