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**Eagle, ID – October 3, 2012** Pacific Crest Independent Insurance Alliance is pleased to announce our newest addition to the alliance. Mark Holley of Bradenton, Florida affiliated his independent business with Pacific Crest this week to join the family of agents that are committed to giving their customers “peace of mind.”

“We are very excited to have Mark as a part of our insurance regional director family,” says Shawn Webb, the Principal and founder of Pacific Crest. “His proven insurance experience and track record with Lakewood Financial Services brings invaluable experience to the growing alliance.”

“Pacific Crest is a technology driven, agent focused, growth-oriented organization”, states Benjamin Hamilton, Pacific Crest Agency Development Manager. “As such, we strive to provide agents the best insurance tools available in the market, are committed to agent success and above all, aim to treat their clients with respect.” Agents from across the nation have affiliated their name and business with Pacific Crest because of their ‘people over profits’ policy and community culture.

“Pacific Crest is an ideal opportunity for agents,” says Mr. Webb. “We have grown exponentially in the last few years and were actively seeking professional agents to join the Pacific Crest family.”

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*Incorporated as an independent insurance broker in 2006, Pacific Crest Independent Insurance Alliance employs over 130 independent insurance agents and currently has agencies operating in 13 states. Their significant growth in the last year is directly attributable to their “Independent Agent Advantage Program” which couples industry leading compensation with the most advanced technology available to the insurance industry.*

*Pacific Crest Independent Insurance Alliance is currently licensed and has independent agencies operating in ID, WA, OR, CA, TX, AZ, OK, NV, FL, MN, MT, UT, and IL. For more information on this media release, contact Lauren Green at 208-938-4197 ext. 100 or visit our website at <http://www.pacificcrestinsurance.com>.*