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Wischmeyer Financial L.P. Becomes Wischmeyer Benefit Partners

New corporate identity underscores company's commitment to providing complete benefit packages for its clients

Dallas, Oct. 14, 2005 – Effective immediately, Wischmeyer Financial L.P. has changed its name to Wischmeyer Benefit Partners. This new corporate identity signifies Wischmeyer's dedication to assisting clients in attracting and keeping their most valuable assets – their employees.

Wischmeyer Benefit Partners offers employee benefit plans while also taking a holistic approach to developing a program that meets specific executive and employee needs within each organization. Wischmeyers's group benefit and executive business service offerings provides a variety of complete, quality services ensuring employers and employees receive the most from the coverage. Several of its service offerings include: group health, health savings accounts (HSA), short and long-term disability, deferred compensation, disability buyout and 401Ks.

“We are excited about our new company identity and feel that Wischmeyer Benefit Partners more accurately represents what we offer our clients,” said Mark Wischmeyer, principal of Wischmeyer Benefit Partners. “Our team is committed to delivering the highest degree of quality customer service by listening and understanding the needs of our clients and their employees.”

In addition to the new company name, Wischmeyer Benefit Partners is launching a redesigned and client-friendly Web site, www.wischmeyerbenefitpartners.com. The Web site highlights the company's quality service offerings and features links to various carriers' Web sites.

About Wischmeyer Benefit Partners:

Founded in 1988, Dallas-based Wischmeyer Benefit Partners provides individuals and businesses with employee benefit services. The Wischmeyer team of professionals is dedicated to helping businesses implement, administer and communicate employee benefit programs. For more information regarding Wischmeyer Benefit Partners, please visit www.wischmeyerbenefitpartners.com.

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