



NEWS RELEASE

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Sukay & Associates Represents Alpha Benefits Group in its Sale to Brown & Brown Inc.

(June 11, 2008, Naples FL.) – Sukay & Associates, Inc., a financial advisory and consulting firm to insurance brokers and banks, announced its recent representation of Alpha Benefits Group, Inc. (“Alpha”), a group benefits firm, in its sale to Brown & Brown Inc. Terms of the deal were not disclosed.

A leader among full-service benefit firms, Alpha serves a large number of companies in Central Pennsylvania and the Philadelphia region from its offices in Plymouth Meeting and Mechanicsburg. The President and owner, Robert D. Heller, will remain with the company and will continue to direct the activities of the offices.

Robert D. Heller, said, “We are pleased to join Brown & Brown, which shares our interest in expanding the current client base of Alpha. Customer service will remain high, with continued emphasis on nurturing relationships at the local level through our talented team of professionals.”

Commenting on his work with Sukay & Associates, Mr. Heller said, “I have known the principals for several years as we previously worked together to assess the internal operations of Alpha. We developed a close working relationship at that time and they worked exceptionally hard to structure a transaction that met my goals. Sukay & Associates treated our transaction as if it was their own and worked tirelessly to ensure our professional and personal goals were achieved.”

Sukay & Associates was founded in 2003 to provide advisory services related to the valuation, purchase, sale and restructuring of businesses in the financial services sector. The principals – Thomas J. Sukay and John Biasiello – have more than 45 years of relevant deal and industry experience in the Mid-Atlantic region and have guided clients in every aspect of a transaction, including post-closing integration, to ensure returns are maximized.

For more information regarding Sukay & Associates, Inc., please visit www.sukayassociates.com
