
Transaction Announcement

Curtis Financial Group advises United Security Assurance, Inc., in connection with the sale to CMS Financial Services Corp.

PHILADELPHIA, PA, October, 2007 – Curtis Financial Group, LLC an investment banking firm specializing in advising middle market businesses, announced that United Security Assurance, Inc. (“USA”) has been acquired by CMS Financial Services Corp. USA is a privately owned holding company for United Security Assurance Company of Pennsylvania and Colonial American Life. The subsidiary companies offer individual insurance products specializing in long term care, home health care, hospital indemnity, disability income and senior life products. CMS Financial Services Corp., also provides long term care insurance products under the LifeStyle Solutions name. The combination allows Coventry to extend its geographic reach and expand its product offerings.

Curtis provided an initial fairness opinion at signing of the transaction and then provided a “bring down” opinion in connection with USA’s mailing to shareholders.



Curtis Financial Group, LLC advises middle market companies on mergers, acquisitions, divestitures, raising capital, and provides fairness opinions, business valuations, and related corporate finance services. Our financial services group has completed approximately 40 engagements in the past three years, serving banks, insurance companies, asset managers and insurance agents/brokers. Our professionals have completed merger and acquisitions with over \$1.6 billion in transaction value, financing transactions of over \$1 billion, and over 150 fairness opinions and 1,500 valuations.

For more information, please contact:

Kevin J. Rudd, President, (215) 972-2351, kjrudd@curtisfinancial.com

Anthony A. Latini, Jr., Managing Director, (215) 972-2353, alatini@curtisfinancial.com