

**FOR IMMEDIATE RELEASE**

Of interest to editors and journalists covering the insurance and payroll industries.

**New Payroll Service Expands Selling Power and Service Capability of Employee Benefits Brokers**

**WALNUT CREEK, CA – Friday, May 9, 2008** – Claremont Insurance Services ([www.claremontcompanies.com](http://www.claremontcompanies.com)) and Cyntron Payroll Solutions ([www.cyntron.com](http://www.cyntron.com)) today announced an innovative partnership to market and sell payroll services through the employee benefits broker channel. Payroll*Select* expands the selling power and service capability of employee benefits brokers. It provides an additional recurring revenue stream for the broker and protection of their group benefits book from encroachment by other industry channels.

“As employee benefits brokers increasingly become human resource advisors to their clients, payroll services are a natural addition to the broker’s portfolio of product offerings,” said Michael Traynor, President, Claremont Insurance Services. “Employee benefits decisions are being impacted by an increasingly complex combination of employer and employee characteristics as well as government regulation. For initiatives that mandate health-care spending based on salary, good payroll service is a critical component needed to assure compliance. Payroll*Select* provides tools for the broker that enable powerful insight into each client’s specific situation.”

Employee benefits brokers have increasingly been facing competitive threats from other industry channels over the last few years, including from banks, payroll providers and professional employer organizations. Having a payroll service in their product offering enable brokers to compete more effectively against these other channels.

“Cyntron’s accounting and tax expertise, easy-to-use web platform, and high-touch service model, all combine to create an ideal payroll solution for employee benefits brokers to offer,” said Mark Dancsecs, President, Cyntron Payroll Solutions. “Employer clients receive the same stellar service from Cyntron that they expect and receive from their broker.”

Brokers providing this service to their employer clients receive a broker-of-record contract and a monthly commission. There is no license, certification or appointment needed by the broker to offer this service.

For more information, contact Claremont at 800-696-4543 or visit [payroll.claremontcompanies.com](http://payroll.claremontcompanies.com).

**About Claremont Insurance Services**

Claremont Insurance Services is a leading General Agency serving group insurance brokers throughout Northern California, and offers an excellent selection of medical, dental, vision, disability, life and other employee benefits programs through quality health plans and insurance companies. For more information visit: [payroll.claremontcompanies.com](http://payroll.claremontcompanies.com).

**About Cyntron Payroll Solutions**

Cyntron Payroll Solutions, LLC is a premier provider of Internet-based payroll solutions. Founded by CPAs formerly of Deloitte & Touche, Cyntron’s culture is driven to provide better quality work product and better professional client service than any competitor. Cyntron differentiates itself on the expertise of its employees. People that are professionals in accounting and tax matters handle every employer client’s payroll. For more information visit: [www.cyntron.com](http://www.cyntron.com).

Media Contact: John Bobincheck, Vice President of Sales  
Claremont Insurance Services  
2999 Oak Road, Suite 810  
Walnut Creek, CA 94597  
Phone: 925.296.8808  
Email: [jbobincheck@claremontcompanies.com](mailto:jbobincheck@claremontcompanies.com)  
[payroll.claremontcompanies.com](http://payroll.claremontcompanies.com)