

## **Eastbridge Study Recognizes Voluntary Sales Growth Leaders in the Large Carrier Category**

### **AVON, CONNECTICUT, USA (July 8, 2008)**

Since 2000, voluntary sales have increased from \$3.1 billion to \$5.038 billion a year (in 2007). The sales growth rate for the last two years has been 7-8 percent and is expected to continue in this range for the next several years. The growth rates of many companies have contributed to these results but each year, Eastbridge Consulting recognizes the companies leading the pack in strong growth.

“Annually, we recognize those companies that led the industry in voluntary sales growth,” says Gil Lowerre, president of Eastbridge. “This year, among large companies (\$30+ million in voluntary sales), Reliance Standard, CIGNA, and Aflac were the fastest growing companies based on voluntary sales.”

All companies participating in Eastbridge’s annual *U.S. Worksite Sales Report* are eligible to win the Sales Growth Leader recognition. To make the list for consideration, a company must have exceeded the growth rate of the industry as a whole for each of the last three years and then be in the top three in 2007 sales growth.

“Eastbridge would like to congratulate all these companies for a job well done,” adds Lowerre. “It’s not easy in today’s market to beat the industry averages for three consecutive years. These companies have achieved that level and, in fact, Reliance Standard has made the list for the last three years. “

Parties interested in participating in next year’s study should email Eastbridge at [info@eastbridge.com](mailto:info@eastbridge.com). All participants receive a free copy of the complete findings, including company-specific results.

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