

## Prima Solutions announces first North American Client

**Western Computer Services, a provider of IT services to eighteen Farm Bureau Insurance Organizations, selects Prima Solutions' Foundation for Service Oriented Insurance Applications™ to automate key transactions and processes.**

Chicago, IL ---October 4th, 2005---Prima Solutions, provider of Prima Platform™, the Foundation for Service Oriented Insurance Applications, announced today that Western Computer Services, Inc, a provider of IT services to eighteen Farm Bureau insurance organizations has chosen its flagship software, Prima Platform™ and started to implement new service oriented insurance applications leveraging its IT legacy assets.

Prima Platform™ will stand as the core foundation between a portal-based web presentation layer and heterogeneous back-end services to deliver an agent automation package providing full quote, policy, underwriting and cashiering functionality tailored to meet the individual needs of each Farm Bureau Insurance Organizations.

**Harold Williams, Vice President of Western Computer**, said, *"Easy access for Farm Bureau agents is one of our highest priorities. The Prima reference insurance model, rules engine, and repository of business objects and processes will allow us to rapidly develop service oriented insurance applications that automate key agent transactions and processes."*

By implementing a Service Oriented Architecture (SOA) to integrate and streamline core insurance processes, Western Computer Services will bring new complex applications to market much faster and be more responsive to the needs of internal users and the clients they service.

*"We are delighted to have been chosen to provide Western Computer Services with next generation applications for agent automation,"* said **Brad Rossa, Executive Vice President, Prima Solutions**. *"As a charter customer, they are a progressive company that did a thorough evaluation of the product to understand the importance of an industrial approach to Service Oriented Architecture transformation in delivering premium service to their customers."*

### About Prima Solutions

Prima Solutions provides a standards-based software foundation to design, develop, deploy, manage, monitor and maintain Service Oriented Insurance Applications. Built around an extensive insurance reference model and service repository, Prima Platform™ supports rules-based business process automation, their real-time integration with legacy systems and deployment via a portal infrastructure. Prima Platform™ enables insurance organizations to improve enterprise agility, and to incrementally transform their legacy systems, therefore dramatically increasing business results. Founded in 1999 Prima Solutions operates globally from offices in Paris, Chicago and Munich. Customers include CNP, Swiss Life, Erisa IARD, Groupama / Gan and AGPM. Projects implemented by these customers involve General, Health, Life and Pension insurance products for core distribution, underwriting, policy administration and claims processing. Prima Solutions is supported by global alliances with key technology partners including IBM, BEA Systems, Ilog, Sun Microsystems and Oracle as well as selected delivery partners in its strategic operating markets. Prima Solutions is a member of ACORD.

### About Western Computer Services

Western Computer Services Inc., based in Sandy, Utah, is a wholly owned subsidiary of three Farm Bureau companies and is managed by FBL Financial Group, Inc. Western Computer provides complete insurance solutions for multi- line insurers across 20 states through multiple processing centers.

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