



FOR IMMEDIATE RELEASE

## **Universal Insurance Services Names Julie Smith Director of Marketing**

**DEERFIELD BEACH, FL** (April 6, 2011)-- -- Universal Insurance Services of Florida, Inc. (Universal Insurance Services), a wholly-owned subsidiary of National Financial Partners Corp., a leading provider of benefits, insurance and wealth management services, today announced the appointment of Julie F. Smith to the newly-created post of Director of Marketing.

Ms. Smith's primary responsibilities tie directly to Universal's strategic plan and will include creating and implementing an innovative and integrated relationship focused marketing strategy. Among her first priorities will be to roll out a new state-of-the-art website along with several cutting-edge sales tools for the firm's advisors over the next several months.

Ms. Smith's experience includes over 18 years in the advertising and marketing industry, working on both the agency and client sides, in industries ranging from real estate to retail. She has extensive experience in managing multiple marketing channels, effectively maximizing ROI and significantly increasing brand awareness. She earned her Bachelor's Degree in Marketing from Florida Atlantic University in Boca Raton, FL.

"Julie is the ideal candidate for this new position at UIS, she brings a new level of energy and passion to our industry and her experience and creativity will be an incredible asset to our firm," said Michael Sorensen, Chief Executive Officer of Universal.

### About Universal Insurance Services

Universal Insurance Services of Florida, Inc. (Universal Insurance Services) is a financial services business serving the broker-dealer, general agency, producer group and high-end agent. The company is supported by a top-tier wholesale distribution platform of life insurance, long-term care insurance, disability insurance and annuities. Headquartered in Deerfield Beach and Boca Raton, FL, Universal Insurance Services operates throughout the United State along with its divisions, Elite Advisors Group,

Private Advisors Suite, Advisors Architect and Gaines & Smith. Universal Insurance Services is a subsidiary of National Financial Partners Corp. Certain Registered Representatives of UIS and its divisions offer securities through an affiliated broker/dealer, NFP Securities, Inc., Member FINRA/SIPC.

#### About NFP

National Financial Partners Corp., and its benefits, insurance and wealth management businesses provide diversified advisory and brokerage services to companies and high net worth individuals, partnering with them to preserve their assets and prosper over the long term. NFP advisors provide innovative and comprehensive solutions, backed by NFP's national scale and resources. For more information, please visit [www.nfp.com](http://www.nfp.com).

###