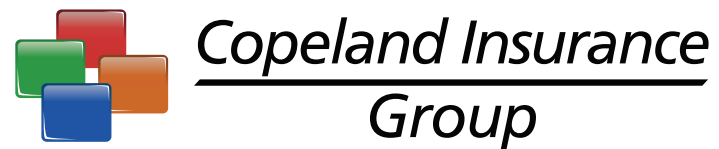


Press Kit

Integrity Marketing Group Acquires Copeland Insurance Group



Industry Icon Copeland Insurance Group Joins Forces with Integrity in Historic Partnership

Legendary national IMO expands legacy and capabilities with partnership that brings innovative technology and exclusive platform resources to their 20,000 agents

DALLAS – March 9, 2021 – Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced it has acquired [Copeland Insurance Group](#) (“Copeland Group”). Headquartered in Longview, Texas, the Copeland Group is one of the largest and most admired independent marketing organizations (IMO) in the nation focused on serving the Senior Market. As part of the transaction, the Copeland Group’s owners, Mel and Melissa Copeland, will become Managing Partners with Integrity. Financial terms of the transaction were not disclosed.

With nearly 60 years of industry success stemming from his deep commitment to service, Mel Copeland is a nationally recognized insurance leader and industry legend. Mel launched Copeland Insurance Group in 1962 and has expanded the company to more than 130 employees in 30 offices throughout the United States. The Copeland Group’s 20,000 agents provide Medicare, life, health, commercial, home and auto insurance products with an emphasis on bringing the right products to the Senior Market. The Copeland Group places \$200 million in paid premium and serves more than 120,000 Americans annually. With their unmatched track record of providing exceptional service to their agents and consistent growth for their insurance carrier partners, the Copeland Group is widely considered one of the most recognized and respected brands in the Medicare market.

“Mel is a true icon in the insurance industry and all of our partners in the Integrity network will now have the privilege of benefitting from his extensive wisdom and experience,” said

Bryan W. Adams, Co-Founder and CEO of Integrity. “He and other Copeland Group leaders have built a highly influential and enduring business that will be set up to grow even faster by utilizing Integrity’s state-of-the-art technology, resources and relationships. Partnerships like these move us rapidly forward on our mission to innovate insurance and I can’t wait for the Copeland Group to share in Integrity’s current and future success. It’s a true honor to partner with Mel and his entire team as we work together to transform the industry for the next 60 years.”

“When I started this company, my goal was to help Americans connect with the right product at a fair price,” explained Mel Copeland, Founder and Co-CEO of the Copeland Group. “As an Integrity partner, our ability to accomplish this increases many times over. Integrity is actively transforming the industry to make the experience better for everyone involved and I wanted to take part in that exciting innovation. We’ve always been a family business. Joining Integrity means we’re joining a larger family — one that shares our core values and positions us for an even brighter future.”

The Copeland Group brings diverse industry expertise and a deep roster of market leaders to Integrity’s fast-growing partner network made up of the nation’s leading agencies, IMOs and service organizations. By sharing strengths and strategies, Integrity partners can solve problems jointly, optimizing their ability to meet consumers where they are — in person, online and over the phone.

“The Copeland Group is already a strong national leader in the Medicare market,” added Adams. “By partnering together, we’re going to be able to provide them with more resources, more technology and more opportunities to grow further and faster. And that will make it possible for them to serve even more Americans with their life and health insurance needs.”

Through this historic partnership, the Copeland Group will gain robust efficiencies with access to Integrity’s long list of shared services such as IT, accounting, human resources and legal, as well as full-service marketing and advertising strategy and execution. In addition, the many resources available through Integrity’s powerful platform will ensure the Copeland Group continues to lead the industry as the market evolves. These resources include new product development, data analytics and proprietary technology that greatly enhances online quoting, enrollment and client relationship management.

“I’ve been in the business for over 45 years and I’ve never seen anything like what Integrity has put together,” shared Johnny Y’Barbo, National Sales Director of the Copeland Group. “If you combine Mel’s vision with Integrity’s resources, there’s no stopping our growth — we haven’t even scratched the surface of what we can do. Integrity’s MedicareCENTER and quoting platform are going to be game-changers for our agents and agencies that we serve.”

Employees of the Copeland Group will also take part in [Integrity’s Employee Ownership Plan](#), which provides meaningful company ownership.

“Since our beginning, we’ve always taken a personal approach with our staff and customers,” described Melissa Copeland, Co-CEO of the Copeland Group. “Integrity’s technology and systems give us the freedom to stay focused on this mission, while including our employees in our success through meaningful ownership. When it came to finding a partner, Integrity checked all the right boxes for us and there was really no comparison. We could not ask for a better fit, and we’re so excited to see what we can accomplish together.”

“This is a banner day in the history of both of our companies,” said Integrity Chairman Steve Young. “The Copeland Group is one of the most respected names in our industry for a reason — their commitment to serving their agents and customers is truly second to none. It’s a commitment shared by everyone at Integrity. Bringing Mel, Melissa and their extraordinary team into the Integrity family represents another leap forward in our quest to make insurance better for agents, agencies, carriers and customers.”

For more information about the Copeland Group’s decision to partner with Integrity, view a video at www.integritymarketing.com/copelandgroup.

[About Integrity Marketing Group](#)

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on meeting Americans wherever they are — in person, over the phone and online. Integrity is innovating insurance by developing cutting-edge technology designed to simplify and streamline the healthcare experience for everyone. In addition, Integrity develops exclusive products with insurance carrier partners and markets these products through its distribution network that includes other large insurance agencies throughout the country. Integrity’s almost 5,000 employees work with more than 340,000 independent agents who service over seven million clients annually. In 2021, Integrity expects to help insurance carriers place more than \$3.5 billion in new premium. For more information, visit www.integritymarketing.com.

[About Copeland Insurance Group](#)

Copeland Insurance Group, headquartered in Longview, Texas, is one of the nation’s top insurance marketing organizations with 20,000 agents serving in more than 40 states. Since 1962, the Copeland Group’s experienced and compassionate agents have helped families, businesses and individuals understand the insurance benefits they are eligible for and the moving parts of their policies. Their friendly, licensed insurance agents offer impartial advice to help Americans find plans that meet their unique needs. For more information, visit www.copelandgroupusa.com.

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Bryan W. Adams

Co-Founder & CEO



Bryan is the Co-Founder and Chief Executive Officer for Integrity Marketing Group and leads the day-to-day operations of the company. Bryan also serves on the Board of Directors of Integrity.

Bryan is the founder of Legacy Safeguard, LLC a company dedicated with helping members leave a lasting legacy and being remembered long after they're gone. Bryan is considered one of the nation's leading experts in the senior market and speaks frequently across the country about the importance of helping families on one of the most difficult days of their lives. He consults with leading insurance companies to help them offer the best products to this market.

Prior to founding Integrity, Bryan was Vice President of Business Development at Directors Investment Group, Inc., a financial services company that operates several life insurance companies, a registered investment advisory firm, bank holding company and a mutual fund family. Advancing through a series of leadership roles in sales, marketing and product development, Bryan became the youngest Vice President in the company's history, where he oversaw all expansion efforts throughout the United States.

Bryan has a degree in Business Administration from Texas Tech University. Bryan and his family live in Highland Village, Texas.

Mel Copeland

Managing Partner



Mel Copeland is Founder and Co-CEO of Copeland Insurance Group and a Managing Partner of Integrity Marketing Group.

Mel is a true icon of the industry. His legendary insurance journey began when he started his first insurance agency in 1962 with only one employee. Years of hard work, persistence and above all, service, have paid off; the Copeland Group now has more than 130 employees and thousands of independent agents working in 41 states.

Mel, with his wife and Co-CEO Melissa Copeland, believe in making the customer's needs top priority no matter what the situation. They also believe in giving back and are committed to serving their community in many ways, including volunteering at senior homes, homeless shelters, food banks and more.

Mel and Melissa live in Longview, Texas. They have five children and nine grandchildren, and enjoy traveling and spending time in Orange Beach, Alabama.

Melissa Copeland

Managing Partner



Melissa Copeland is Co-CEO of Copeland Insurance Group and a Managing Partner of Integrity Marketing Group.

Service has always been a priority for Melissa. She and her husband and Co-CEO, Mel Copeland, believe in making the customer's needs top priority no matter what the situation. That's proved to be the recipe for long-lasting success. Copeland Insurance Group, which began in 1962 with one employee, has grown to more than 130 employees and thousands of independent agents spread across 41 states.

Melissa's strong commitment to service extends far beyond her work at the Copeland Group, as she has become a volunteer fixture at senior homes, homeless shelters, food banks and other charitable institutions throughout her community.

Melissa and Mel reside in Longview, Texas. They love spending time with their five children and nine grandchildren, often in Orange Beach, Alabama, their home away from home.



