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Greg Joslyn, The Lowe Group  
greg.joslyn@lowecom.com  
414.376.7275

## **DPL Financial Partners rolls out four-year fixed annuity from Colorado Bankers Life Insurance Company**

***Commission-Free insurance product extends DPL's offering for fee-only advisors***

**LOUISVILLE, KY., Oct. 1** – DPL Financial Partners (“DPL”), the Commission-Free insurance network for registered investment advisors (“RIAs”), today announced the addition of CBLA-4, a four-year fixed annuity from Colorado Bankers Life Insurance Company® (“CBLife”). The new offering is the first from CBLife created for the RIA market.

“CBLife is an innovative and entrepreneurial company with a technology focus to help deliver faster, more efficient solutions and experiences to both clients and advisors,” said David Lau, founder and CEO of DPL. “The combination of eliminating the commission, along with CBLife’s focus and commitment to this product, creates a compelling fixed annuity that we believe is the best priced in the market.”

For CBLife, the partnership represents an entrée to the RIA channel. “The fee-only market is growing and DPL offers a great platform to reach RIAs and their clients with our competitive four-year, tax-deferred product,” said Chad Burns, Senior Vice President National Accounts. “We look forward to continuing to develop products that deliver value to this important market.”

The CBLA-4 fixed annuity offers a 4.00% interest rate, making it an attractive fixed-income alternative for individuals seeking retirement savings growth or an alternative to bank products such as CDs.

### **About DPL Financial Partners**

DPL Financial Partners is an insurance network for RIAs that brings low-cost, Commission-Free insurance products from some of the nation’s top carriers to fee-only advisors. DPL is an independent company that works for RIAs to provide unbiased solutions that deliver the best financial outcomes for investors. DPL consultants are product and carrier agnostic. Learn more at [www.dplfp.com](http://www.dplfp.com)

### **About Colorado Bankers Life Insurance Company**

Colorado Bankers Life Insurance Company® (CBLife), rated B++ (Good) by A.M. Best,<sup>1</sup> has been helping Americans successfully build and manage their insurance needs for more than 40 years. CBLife’s annuity products provide principal protection, guaranteed interest rates, tax deferral, and death benefits to help our clients plan for a retirement that could last decades. At CBLife, we meet our clients wherever they

are in life to help them protect their family today and accumulate assets for future needs. For more information, visit [www.cblife.com](http://www.cblife.com).

<sup>1</sup> As of April 11, 2018. A.M. Best B++ (Good) is 6th out of 13 possible ratings.