



For immediate release

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**DataFlow Information Systems Announces THE Initial Customer for THE APP*express*TM
Fillable PDF Insurance Application System.**

El Segundo, CA...DataFlow Information Systems (DFIS) president, Jerry McLaughlin, announces that APP*express*, their automated, fillable PDF application system, has been integrated and is now fully functional on the website of Executive Liability Managers (E.L.M.) Insurance Brokers at www.e-o.com.

About APP*express*TM

APP*express* is a powerful tool for carriers and wholesalers looking to automate their websites by speeding the application process and reducing the number of errors. APP*express* can be privately branded for Insurers or Brokers, and clients can select from more than 1000 carrier applications that have already been converted into fillable PDFs, which can be executed online and submitted over the Internet .

Frederick J. Fisher, president of ELM explains, "Insurance brokers and insureds spend considerable time handwriting applications, which not only slows down the underwriting process, but increases errors. With APP*express* agents retrieve the necessary applications, complete and submit in minutes providing a competitive edge."

"Labor saving tools are the logical solution to today's soft market conditions with reduced margins", stated DFIS president, Jerry McLaughlin. "In addition to the time and labor savings, the insured's data is stored in a database that can be readily recalled and forwarded directly into a broad base of carriers' underwriting systems for review."

Mr. Fisher adds that his website will continue to function as before in automatically sending completed applications directly to Underwriters, but will now exclusively offer the new fillable PDFs powered by DataFlow technology.

About DataFlow Information Systems

DataFlow Information Systems is an emerging leader in the field of interactive, online software applications for productivity improvements in the insurance industry. The Company's products help link insurance professionals and underwriters in the online submission of insurance applications and in the tracking and follow up of state regulatory and tax filings. DFIS currently markets the California surplus lines tax tracking software package - SLA*express*TM. Other DFIS products are privately branded web sites for Insurers and Brokers. The goal of DFIS is to provide data integrity and neutrality for all levels of users with prompt, error-free analysis and effective quoting.

DataFlow Information Systems is located at 214 Main Street, #364, El Segundo, CA 90245. Phone is 310.322.1349. www.dfis.com

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