



# NEWS

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## **Shelby Township-Based Financial Services Company Restructures: *CIA Financial Group establishes new name and identity in 2006***

Shelby Township, MI (February 1, 2006) – For more than 30 years, CIA Insurance and Financial Group, along with its affiliated companies, has been providing Michigan residents and businesses with unparalleled client service through an unmatched menu of financial services. As the company has grown over the years, so has the need to reevaluate the structure of the business and how it is packaged for the consumer. To address these needs, the company will now be known as CIA Financial Group.

CIA Financial Group, based in Shelby Township, MI, is one of the premier providers of comprehensive financial services that very few firms are capable of offering. With the ability to provide Personal Insurance, Commercial Insurance, Financial Planning and Investment Management, Employee Benefits, and Mortgage and Financing services, CIA Financial Group has become the “one-stop-shop” for people in Michigan to receive the services they need to succeed financially.

Starting out as Commercial Insurance Agency over 30 years ago, the company has grown in size and in service offerings. However, the company has grown through the addition of affiliated companies, including True Harvest Financial (Financial Planning and Investment Management services) and Effective Mortgage (Mortgage and Financing services). Now, under CIA Financial Group, these separate entities will become part of the company through the creation of five distinct service departments:

- Personal Insurance Services
- Commercial Insurance Services
- Employee Benefits Services

- Financial Planning and Investment Management Services
- Mortgages and Financing Services

“We are proud of the sterling client service record we have established over the years,” said Samuel Crudo, president of CIA Financial Group. “We have had the pleasure of working with thousands of Michigan residents and businesses to address their most pressing financial concerns, whether they related to insurance, employee benefits, financial planning, or mortgage needs. We are confident that the changes we are making as a company will help us continue our track record of effective client service.”

Beginning in February 2006, CIA Financial Group is reintroducing the company to clients and all Michigan residents through a series of marketing and public relations initiatives. Armed with the new tagline, “*Your Source For Comprehensive Financial Services*,” CIA Financial Group will be unveiling their all-new website on February 15<sup>th</sup> ([www.ciafg.com](http://www.ciafg.com)) and a completely new logo and marketing literature. Promotional efforts in 2006 will also focus on positioning the company as not only a source for comprehensive financial services, but also as a state-wide expert on a wide variety of financial issues that is available for media and organizational inquiries.

To learn more about CIA Financial Group, please contact our public relations representative, Benjamin Lewis of Perception, Inc., at 301-963-7555 or [Benjamin.lewis@perceptiononline.com](mailto:Benjamin.lewis@perceptiononline.com).

#### ABOUT CIA FINANCIAL GROUP

For more than 30 years, CIA Financial Group has been providing Michigan families and businesses with access to a “one stop shop” for financial services. By providing a wide range of services, including Financial Planning and Investment Management, Personal Insurance, Commercial Insurance, Employee Benefits, and Mortgages and Financing, CIA Financial Group has become one of Michigan’s premier financial service providers. For more information, please visit [www.ciafg.com](http://www.ciafg.com) or call (888) 226-7730.

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