



FOR IMMEDIATE RELEASE

Life.io Selected to Participate in Plug and Play's Insurtech Program

PHILADELPHIA, PA, Sept. 29, 2017 – Life.io has been selected to participate in Plug and Play's 12-week Insurtech Program located in Sunnyvale, California. Life.io received the formal invitation to participate in the accelerator's third official "batch" following a rigorous selection process of which Plug and Play and their corporate partners narrowed the finalists from over 1500 insurtech applications.

The Insurtech Program is stage agnostic and works with companies to develop partnerships and introduce investment opportunities. Over the course of three months, Life.io will work closely with Plug and Play to facilitate meaningful introductions to potential clients, while also accessing mentorship and networking opportunities with thought leaders from around the world.

Jon Cooper, CEO of Life.io shared his remarks, stating: "as we continue to expand our global client footprint, Plug and Play will serve as an important outpost for Life.io to stay connected with other insurtech pioneers and innovations coming out of Silicon Valley. These relationships will further strengthen our ability to remain market leaders and be recognized as the premier customer engagement and analytics solution for the insurance industry."

When asked how participation in the program will influence current business processes, Jeff Wild, Life.io Managing Director, responded: "As a high-growth company, we look forward to further improving our technology and operations through our experience with the Plug and Play team and the associated carrier network. This will assure that our focus remains on delivering the market leading customer engagement and analytics solution to carriers to improve their relationship with policyholders."

Batch 3 of Plug and Play Insurtech will wrap the second week of December ahead of the holiday season. The industry should expect to see major moves from the Life.io team as they embark on an exciting opportunity provided by their partnership with Plug and Play.

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About Life.io

Life.io is a leading customer engagement platform enabling policyholders to live healthier, happier lives with their life insurance carriers. Built on a foundation of science, Life.io uses behavioral economics, social psychology, and personalized content to curate a community of highly engaged consumers ready for change. By capturing these insights, carriers have the ability to build meaningful relationships, increase brand loyalty, minimize policy risk, and streamline the underwriting process.