



FOR IMMEDIATE RELEASE

AGENCY:

Dolores Jarazo
Single Source Marketing
7 ½ Bridge Street
Danvers, MA 01923
978-777-9992
djarazo@singlesourcepromo.com

CONTACT:

Danielle Callahan
Sentinel Benefits & Financial Group
55 Walkers Brook Drive, Suite 100
Reading, MA 01867
781-914-1200
danielle.callahan@sentinelgroup.com

Sentinel launches new website with state of the art design and navigation.

(NOVEMBER 2009) – Sentinel Benefits & Financial Group, Reading, MA is pleased to announce the debut of a brand new company website, to be launched on November 11, 2009. Sentinel partnered with the marketing and design team at Single Source Marketing for the site redesign.

The new site was designed to appeal to four distinct and important target customers: Members (plan participants and employees), Employers, Advisors and the Individual Investor.

“We are very excited about the launch of our new website,” said John Carnevale, President and CEO of Sentinel Benefits and Financial Group. “A new online experience will keep Sentinel interesting to our clients and new visitors will understand how we can help them.” Carnevale continued, “In particular, we are very pleased with both how easy it is to navigate through the site and how each target customer can find meaningful information that is written specifically for them.”

“The design, writing and construction of this site was an enormous undertaking,” said Rick Alpern, President of Single Source Marketing. “Sentinel is a very complex company with many products and services. We truly collaborated with Sentinel to create a site that offers a clearer understanding of all they have to offer.”

About Sentinel Benefits & Financial Group

Sentinel Benefits & Financial Group serves as a comprehensive single resource for all benefits and wealth management services. Our broad range of services makes Sentinel an excellent choice for clients seeking one firm with the expertise to manage all of their employee benefits including full service group insurance brokerage, 401(k), 403(b), defined benefit, ESOP, flexible spending

plans, HRA, HSA and COBRA. We also offer investment advisory services for both benefit plans and individuals. Sentinel is the third largest employee benefits firm in Massachusetts. We serve more than 3,000 businesses throughout the United States. For more information, please visit www.sentinelgroup.com.

About Single Source

Single Source is a full service marketing, advertising and promotions agency located in Danvers, Massachusetts. Single Source's clients include The Lowell Five Cent Savings Bank, Dunkin' Donuts, Backyard Farms, JB Sash & Door and other businesses in a wide variety of industries. For more information about Single Source, visit: www.singlesourcepromo.com.