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Press Release
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May 3, 2016

TFA BENEFITS ANNOUNCES NAME CHANGE TO TOWNE BENEFITS

VIRGINIA BEACH, VA--- TFA Benefits president Richard Herzberg announced today that the company has changed its name to *Towne Benefits*. The new identity, which includes an updated website at www.townebenefits.com, comes 10 years after the firm was acquired by TowneBank and became TFA Benefits, A Towne Family Company.

The name change reflects the company's growth in multiple markets and the adaptation to the rapidly evolving health insurance and benefits environment. "Today individuals and businesses face difficult decisions about their health coverage, from the cost of coverage, to compliance issues, to wellness initiatives" says Herzberg. "In the face of these ongoing challenges and concerns, the name change signifies Towne Benefits' passion, strength and capabilities to offering the best systems, time saving technologies and expert staff to answer questions and better serve the expanding and critical needs of the companies we serve."

Herzberg says Towne Benefits is actively communicating with their clients and brokers about the name change, and assuring them that the commitment to their success and security continues.

About Towne Benefits

Towne Benefits is a leading insurance agency in Virginia and North Carolina, providing customized solutions to employers, individuals, brokers and the community. The roots of the company date back to 1928. As part of the TowneBank family, Towne Benefits shares a deep commitment to providing its clients with superior benefit designs, excellent customer service and a diversified team of experts to help ensure business success. From employee benefits and HR services, to payroll, banking, business insurance and individual health insurance, Towne Benefits offers a comprehensive array of products and compliance solutions to help businesses and the community stay ahead of the insurance curve.