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NEWS RELEASE

WINK'S VALUED CLIENTS RECEIVE MUCH MORE FOR DRAMATICALLY LESS- WITH VARIABLE ANNUITY SOLUTION

Wink, Inc.'s AnnuitySpecs Analysis Tool Unveils Variable Annuity Enhancement

Des Moines, Iowa. December 9, 2019- Staying true to their vital mission statement, "To provide the best darned competitive intelligence to the life insurance and annuity industries," Wink, Inc., is excited to reveal enhancements to their industry-leading analysis tool for annuities, "annuity intel in your pocket," AnnuitySpecs. Wink is the competitive intelligence firm behind the #1 source for annuity and life insurance product information, specializing in providing annuity product data to the industry for 15 years, at [www. WinkIntel.com](http://www.WinkIntel.com).

Today, Wink's AnnuitySpecs tool houses nearly 300% more products than some of their competitors, and 200% more companies are represented in their system. The highly-anticipated rollout of Wink's Variable Annuity (VA) solution within AnnuitySpecs gives their clients access to accurate, timely, and compliant product information at a fraction of the cost of the competition.

Sheryl J. Moore, chief executive of Wink, Inc. remarked, "Annuity stakeholders are being bombarded with offers from vendors charging as much as 3,000% more than AnnuitySpecs. And, no- that isn't a typo. This is public information- we don't believe in charging through-the-nose for it, just because we can."

Wink's AnnuitySpecs tool provides clients all of the benefits they've always had with fixed, multi-year guaranteed, and indexed annuities, but offers the following with the new VA solution:

- Distributors can customize their product shelf for downline advisors/agents;
- Annuity manufacturers have a customizable view- providing the ability to restrict products, based on distribution;
- Product specification reports are compliance-approved by the product manufacturer, for accuracy;
- Specs, features, and rates on nearly 3,000 variable, structured, indexed, fixed, and multi-year guaranteed annuities;
- Specs on thousands of GLWB, GMWB, GMAB, GMIB, and GMDB riders;
- Advanced product and living/death benefit rider search tool with 150+ search options;
- Side-by-side comparisons for products and/or riders for due diligence and record-keeping;
- Dynamic rate finding tool (with advanced notification of upcoming changes);
- Readily available help for on-demand product research, with WinkAssist™;

- The most accurate and timely resource for annuity product information; and
- Relationships with experienced annuity product experts.

The product specifications are assembled by the Wink team's product experts, and written in laymen's terms so that users are able to fully interpret each product and its features. AnnuitySpecs' product specifications are reviewed by the respective underwriting insurance carrier for compliance, FINRA-reviewed, and the product rates/features are updated daily.

"Our clients wanted the ability to contrast every type of deferred annuity on a single side-by-side comparison, but they didn't want to blow their budget getting that capability. Now, Wink is the only research firm that can give them that capability- for fixed, multi-year guaranteed, indexed, structured and variable annuity product lines" said Moore. "I am especially proud of the dynamic rider options on our tool. And nobody has all of the historic rider information on the non-variable products with exception to Wink!"

For more information, go to www.WinkIntel.com.

Wink, Inc. is the company behind the most comprehensive life insurance and annuity due-diligence tools, AnnuitySpecs and LifeSpecs at www.WinkIntel.com. Wink, Inc. is the distributor of the quarterly *Wink's Sales & Market Report*. Serving as the insurance industry's #1 resource of insurance product sales since 1997, this report provides sales by product, company, crediting method, index, distribution, surrender charge period, and more. *Wink's Sales & Market Report* covers sales of all deferred annuity products in addition to all non-variable cash value life insurance products; additional product lines are forthcoming. The research firm is also responsible for the insight behind *Wink's Index Intelligence Report*, providing sales on indexed insurance products at an individual index level.

The staff of Wink, Inc. has the combined experience of more than 175 years working with insurance products, more than a decade of which is specific to competitive intelligence. Based in Des Moines, Iowa, the firm offers competitive intelligence and market research in the life insurance and annuity industries; serving financial services professionals, distributors, manufacturers, regulators, and consultants on both a domestic and global basis.

Sheryl J. Moore is president and CEO is the guiding force behind Wink, Inc. Ms. Moore previously worked as a market research analyst for top carriers in the life insurance and annuity industries. Her views on the direction of the market are frequently heard in seminars and quoted by industry trade journals.

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