

## **FOR IMMEDIATE RELEASE**

### **THE BENEFIT SERVICES GROUP, INC. AND HAUSMANN-JOHNSON INSURANCE ANNOUNCE MERGER**

Pewaukee, WI - The Benefit Services Group, Inc. (BSG®) and Hausmann-Johnson Insurance (HJI) have announced a merger of the two companies that will offer a complete risk management portfolio to large, medium and small employers throughout Wisconsin and the country. The two industry leaders will maintain their brands and continue to serve their existing clients. A new holding company will provide strategic oversight.

The decision to merge evolved from a series of collaborative ventures in which the two companies worked together to provide seamless, fully integrated risk management solutions for clients.

“BSG and HJI share a similar mission, vision and values, which became clear when we worked together. We take enormous pride in our collaborative workplace and service-focused culture,” said Barry Richter, HJI’s president, who will serve as president of the new holding company. “We also complement each other in the services we provide. BSG brings to the table extensive experience in data analytics and consulting services for large employers. HJI is a leader in property and casualty lines, retirement planning, wealth management and employee benefits consulting.”

“Clients won’t see any change in their daily interaction with us,” said Gerald Frye, president and owner of BSG, who will serve as CEO of the new holding company. “Their current account team will continue to exceed their expectations, but with an even more robust risk management portfolio.”

BSG’s Pewaukee office and HJI’s Madison office will operate semi-autonomously, continuing to focus on their main areas of strength while drawing on the expertise of each other. “The decision to merge was based around our commitment to our clients’ success. Bringing our two companies together creates a product and service that cannot be matched,” says Tim Hausmann, who will remain chairman of the board.

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## **About Hausmann-Johnson**

Hausmann-Johnson Insurance (HJI) is one of Wisconsin's leading insurance agencies with significant expertise in designing and implementing risk management and employee benefits strategies for clients across the country. The Madison-based, privately held agency traces its roots back to 1946. In 2012, HJI formed what is now known as Park Capital Management, a registered investment advisory firm that provides clients with comprehensive wealth management services and companies with retirement plans and services. HJI has 75 employees.

## **About The Benefit Services Group, Inc. (BSG®)**

Founded in 1987, The Benefit Services Group, Inc. (BSG®) is a privately held company that specializes in health and welfare benefits consulting services, wellness consulting, and health care data analytics. BSG Analytics™, LLC (BSGA), a health care analytics firm, was founded in 2012. BSG and BSGA serve nationwide employers in a wide variety of industries. BSG's industry-leading Accountable Care Organization (ACO) – Health Care Analytics system is a key component in developing and managing ACOs and similar models for health care systems and provider groups. BSG/BSGA provide services for mid- to large-sized employers, health care systems and carriers. BSG has 50 employees.

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