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ABA ANNOUNCES NEW PARTNERSHIP TO PROVIDE MEMBERS WITH FIRST-RATE INSURANCE PRODUCTS

The American Bus Association (ABA) announced today that it has partnered with Enrollment First, Inc. and World Wide Insurance Services, Inc. to launch ABA Insurance Services, which will give the association's members access to affordable insurance products for its employees.

ABA Insurance Services is designed to be a one-stop insurance shop for ABA members. Through this innovative partnership any ABA member will be able to offer their employees first-rate insurance products including major medical, dental, vision, life, hospital indemnity and 401K (i). All of the plans offered will require minimal administration and no employer contribution.

"We are excited to partner with Enrollment First and WorldWide Insurance Services to offer this new benefit to our members," said ABA President and CEO Peter Pantuso. "Most of our members are small businesses. And in the current economic climate it can be difficult for them to offer their employees the type of benefits larger corporations provide. ABA Insurance Services will allow all of our members to give their employees a competitive benefits package without hurting their bottom line."

WorldWide Insurance Services was established in 1989 and services the insurance needs of more than twenty business associations.

Founded in 2002, Enrollment First helps companies nationwide within a number of industries make cost-effective insurance benefits available for their employees.

Click here for more information on ABA Insurance Services <http://www.buses.org/Member-Resources/Members-Only-Discounts-2>

The American Bus Association is the trade organization of the intercity bus industry with more than 1000 motorcoach owner and tour company members in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations and contract services. Another 2,800 members are travel and tourism organizations and suppliers of bus products and services who work in partnership with the North American motorcoach industry.