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FOR IMMEDIATE RELEASE

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**Columbia, SC, February, 23, 2011,**

***C&L Advisors Chooses Dovetail to Launch Their Exciting New Insurance Program in a Virtual Environment***

Dovetail today announced that C&L Advisors/Boat Coverage Direct has chosen Dovetail's MGA/MGU in a Box<sup>sm</sup> Solution to launch their new online yacht program at BOATCOVERAGEDIRECT.COM and MARINAS.COM.

C&L chose Dovetail after completing a thorough review of their references and operations determining that Dovetail would be the perfect fit for them. C&L was looking for a company that could build a customized portal, rate, quote and issue policies, provide full policy administration support and do it all in a very short timeframe.

Bob Lippincott and Dan Colello, principals at C&L Advisors, stated "Dovetail offered us the solution that we were looking for. We wanted a virtual insurance back office with an experienced and licensed staff that could have us in production and earning revenue by early 2011. It is extremely important to our business model that we have a flexible platform that will allow us to grow as we launch the Yacht business and roll out additional programs and lines of business in the future. With their track record for quality and expediency, Dovetail's MGA/MGU in a Box<sup>sm</sup> was exactly what we were looking for"

"We are excited to add C&L Advisors as a new client and look forward to helping them grow their business. C&L's new yacht program was a great fit for Dovetail and our many insurance services. We have them live on our platform using our proprietary technology which will continue help them as they launch new and equally innovative programs in the future" said Steve Francis, CEO of Dovetail Insurance Corporation.

About C&L Advisors, LLC.

C&L Advisors is a group of highly experienced, professional insurance and reinsurance executives that offer a variety of specialized services to the insurance industry.

A privately held company incorporated on September 28, 2006 in the State of FL, C&L Advisors offers reinsurance services, reinsurance and insurance underwriting audits, claim audits and reviews, operational planning, and exit strategy analysis. The management team, applying their practical experience as senior level insurance executives, is well positioned to achieve their goal of helping companies solve their most complex problems. For more information contact Daniel Colello or Robert Lippincott III at 772.545.9060 or visit their website at [www.boatcoveredirect.com](http://www.boatcoveredirect.com).

#### About Dovetail Insurance Corporation

Dovetail Insurance Corporation was formed in November, 2006 by FirstMark Capital and is a privately held insurance services company headquartered in Columbia, S.C. Dovetail Managing General Agency Corporation, a wholly-owned subsidiary of Dovetail Insurance Corporation, is a licensed insurance agency authorized to produce property and casualty insurance policies for licensed insurers in forty-eight states and is capable of performing all policy related functions from distribution to claims management. Dovetail's capabilities include Insurance Program Development and Administration, back office services for policy administration and deployment of carrier designed programs using fully functional advanced technologies that offer quick, seamless and cost effective deployment. Dovetail's business model allows insurance companies to innovate and then implement their plans of entering into new markets without delay or major financial investments upfront. For more information go to our website at [www.dovetailinsurance.com](http://www.dovetailinsurance.com).