

## AMACORE GROUP ANNOUNCES STRATEGIC AGREEMENT WITH OPTIMUS COMPANIES



### Optimus to Manage Call Centers, Receive Performance-based Payment in Amacore Stock

TAMPA, FL, June 12, 2007

Amacore Group, Inc. (OTCBB: ACGI), a leader in providing health-related membership benefit programs, insurance programs, and other innovative and high-quality solutions to individuals and families across the country, today announced that it has signed a strategic development agreement with Bridgeport, Connecticut-based Optimus Companies, a privately held pioneer in the field of integrated solution development, as part of the company's continuing strategic initiative to aggressively expand healthcare services distribution channels.

In exchange for a management fee and a quantity of stock based on performance not to exceed 3.5 million shares of Amacore stock, Optimus will oversee Amacore's call center development and operations initiatives as well as the development and enhancement of a comprehensive online platform to better serve the needs of Amacore's online visitors and growing roster of marketing partners and affiliates nationwide. This agreement to manage the set-up and day-to-day operations of call centers, both nationwide and internationally, will allow Amacore to rapidly scale the scope and quality of its consumer-direct sales and marketing operations. This ability is further enhanced by Optimus' efforts in the development and deployment of a state-of-the-art online enterprise designed to further leverage and enhance Amacore's existing base of call centers, marketing partners and affiliates.

Amacore and Optimus are planning to launch a series of expansive tier-one call center marketing campaigns to endorsed files that are expected to vastly increase Amacore's overall membership base, membership based revenue, and corporate brand exposure over the balance of 2007, with plans to rapidly expand efforts through advanced call center, and marketing partner activity in 2008.

Commenting on the alliance, Amacore President Jay Shafer stated "Amacore is dedicated to providing top quality customer care and services to our increasing number of direct marketing, insurance, and non-profit clients. Due to our aggressive plans to add and scale the use of call centers and endorsed files, our relationship with Optimus will better enable us to provide our marketing partners and affiliates with responsive, professional, and high-quality call center management capabilities, as well as an automated integrated online platform that's structured, well organized, easy to navigate, credible and resource diverse.

"This new platform is designed to meet the needs of our growing number of marketing partners and affiliates in areas like account protection, application submission, program set-up, program management and tracking, and account monitoring from end to end. With this engagement of Optimus, new business opportunities will follow a faster development track, allowing for a quicker and more efficient set-up as new programs and products go to market, providing Amacore with a unique, competitive and service advantage in the multi-billion dollar health-related memberships and insurance services market."

David Swanson, CEO of Optimus Companies, stated, "We are convinced that Amacore is poised for rapid growth and expect that profitability will shortly follow. So we are quite happy to take an ownership stake in Amacore as part of our compensation, and to provide the necessary online platform to Amacore as part of our contribution to this development initiative. With more than twenty-five years of experience in consumer marketing, membership benefits, call center operations, and network development, resulting in millions of memberships sold and a technology and strategy platform positioned to add genuine near and longer term value, Optimus is excited to work with Amacore to develop and enhance their already innovative and cutting-edge programs and approach, while also leveraging Amacore's first rate offerings with quality call center partners who can rapidly scale successful consumer marketing campaigns."



Shafer concluded, "This alliance will truly differentiate and set us apart with this unique and innovative platform and approach, and will resonate well with our clients, marketing partners and national broker network. This along with our wide range of consumer health and insurance related programs will enable us to penetrate even more effectively into the health membership market, and gain an increasing share of this timely, lucrative and emerging Consumer Driven Healthcare market."

#### **About The Amacore Group, Inc.**

The Amacore Group has created two discount medical care programs, Smarthealth Plus and Smarthealth Premier that expand the company's offerings in discount healthcare beyond its very successful eye care program Eye Care International ([www.ecivisionplan.com](http://www.ecivisionplan.com)). These new programs offer discounts on quality hearing, dental, vision and doctor visits, among other benefits. The Company is aggressively signing distribution and sales contracts with marketing companies to sell these programs to individual consumers and their families. For further information, visit [www.amacoregroup.com](http://www.amacoregroup.com).

#### **About Optimus Companies**

Optimus Companies is a privately held company and pioneer in the field of integrated solution development, where a client's challenge is subjected to a comprehensive and thoughtful analysis across business units that generates closed-loop, integrated solutions which address the genuine challenges businesses face. The Optimus team has developed numerous innovative and successful consumer membership programs, totaling more than seven million memberships sold. Optimus clients served include MasterCard International, American Automobile Association (AAA), Time, Inc., Mellon Financial, Intersections, Inc., Chase, Good Sam Club, American Homeowners Association (AHA), Bank of America, Qwest, Chicago Title, GE, Nokia, American Express, Coca Cola, and more...

Optimus was started with one purpose in mind: provide clients with innovative, high-quality, and integrated resources and solutions that add genuine value and help take business to the next level. Optimus is comprised of six diverse business units providing multimedia, financial, development, marketing, sales, and online services. With offices, affiliates, and partners across the country and around the world, the Optimus team delivers customized and customer-centered solutions on a global scale. For more information visit <http://www.optimuscompanies.com>.

*This press release contains forward-looking statements that are subject to risks and uncertainties. These forward-looking statements include information about possible or assumed future results of our business, financial condition, liquidity, results of operations, plans and objectives. In some cases, you may identify forward-looking statements by words such as "may," "should," "plan," "intend," "potential," "continue," "believe," "expect," "predict," "anticipate" and "estimate," the negative of these words or other comparable words. These statements are only predictions. One should not place undue reliance on these forward-looking statements. The forward-looking statements are qualified by their terms and/or important factors, many of which are outside the Company's control, involve a number of risks, uncertainties and other factors that could cause actual results and events to differ materially from the statements made. The forward-looking statements are based on the Company's beliefs, assumptions and expectations of our future performance, taking into account information currently available to the Company. These beliefs, assumptions and expectations can change as a result of many possible events or factors, including those events and factors described in "Risk Factors" in the prospectus, not all of which are known to the Company. Neither the Company nor any other person assumes responsibility for the accuracy or completeness of these statements. The Company will update the information in this press release only to the extent required under applicable securities laws. If a change occurs, the Company's business, financial condition, liquidity and results of operations may vary materially from those expressed in the aforementioned forward-looking statements.*