

Press Kit

Integrity Marketing Group Acquires Kellogg Insurance Marketing



Kellogg Insurance Partners with Integrity to Amplify Growth and Honor Founder's Legacy

Integrity's cutting-edge technology, platform of services and shared values will fuel Kellogg Insurance's business growth to better serve Americans

DALLAS - April 6, 2021 - Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced it has acquired [Kellogg Insurance Marketing](#) ("Kellogg Insurance"), a leading insurance marketing organization (IMO) based in Draper, Utah. As part of the transaction, Kevin Owens, President of Kellogg Insurance, will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

Kellogg Insurance founder, Ron Kellogg, joined the insurance industry in 1968 and spent his career serving the senior market. With a passion for recruiting and connecting with agents, he founded Kellogg Insurance in 1998, developing a system that treated agents like family, offering them support, training and an array of tools to help them succeed. Today, Kellogg Insurance distributes health, life and Medicare insurance products through its network of thousands of agents, licensed in all 50 states. They have maintained a vision for insurance that puts the agent at the center. This individualized focus has been the company's key to success and allows them to serve more than 40,000 Americans annually with their insurance needs.

"For years, we've been impressed with the way Kellogg Insurance conducts business," explained Bryan Adams, Co-Founder and CEO of Integrity Marketing. "Ron Kellogg was a true industry icon who lived the same core values Integrity was founded on — *Integrity,*

Family, Service, Respect and Partnership — values that are exemplified now through Kevin's leadership. When we combine their heritage with Integrity's passion for serving agents and improving the overall insurance experience, we see an incredibly exciting future together. We are honored to have Kevin and his team beside us as we impact the industry going forward."

"Kellogg Insurance brings a proud history that is important to preserve and protect," said Kevin Owens, President of Kellogg Insurance. "We honor Ron's legacy by choosing Integrity's best-in-class technology and extensive resources to move us into the future. The list of industry legends that Integrity has assembled is incredible and we didn't want to miss our chance to become part of it. By working together with Integrity, we'll better serve our clients, agents and partners and do things together that we never thought possible."

As a part of Integrity, the Kellogg Insurance team will gain access to a vast array of resources to achieve long-term growth. These include Integrity's proprietary quoting and enrollment technology, data and analytics tools, product development and exclusive MedicareCENTER platform. Kellogg Insurance team members will also be able to optimize their time and focus more on growing their business by utilizing Integrity's best-in-class centralized shared services. These include compliance, accounting, human resources, IT, legal and a full-service marketing and advertising firm. In addition, Kellogg Insurance joins

the fast-growing Integrity partner network, where the country's leading agencies share strategies, best practices and solutions to today's challenges in order to better serve more Americans.

Kellogg Insurance employees will also gain meaningful company ownership through the [Integrity Employee Ownership Plan](#).

"Partnership was extremely important to Ron and I know he'd be thrilled that all our employees, who have been like family to us, are now also our partners," shared Kevin Owens. "In this partnership, everybody wins — and that makes the opportunities we have together truly endless."

"As so many successful companies have already discovered, partnering with Integrity is a winning formula," shared Integrity Chairman Steve Young. "And, in doing so, Kellogg Insurance will not only be able to preserve their legacy, but advance it even further."

For more information about Kellogg Insurance's partnership with Integrity, view a video at www.integritymarketing.com/kellogginsurance.

[About Integrity Marketing Group](#)

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on meeting Americans wherever they are — in person, over the phone and online. Integrity is innovating insurance by developing cutting-edge technology designed to simplify and streamline the healthcare experience for everyone. In addition, Integrity develops exclusive products with insurance carrier partners and markets these products through its distribution network that includes other large insurance agencies throughout the country. Integrity's almost 5,500 employees work with over 345,000 independent agents who service more than seven million clients annually. In 2021, Integrity expects to help insurance carriers place over \$7 billion in new premium. For more information, visit www.integritymarketing.com.

[About Kellogg Insurance](#)

Kellogg Insurance Marketing, headquartered in Draper, Utah, was founded in 1998 as a way to train and support America's insurance agents. Licensed in all 50 states, Kellogg Insurance is a leading organization in the health insurance industry, focused on helping seniors better understand their options and make educated decisions regarding their own health insurance needs. Kellogg Insurance partners with FMOs, MGAs and others to recruit and train agents in all aspects of senior health insurance. Kellogg's thousands of agents currently serve over 40,000 Americans annually. To find out more, please visit www.kelloggins.com.

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Bryan W. Adams

Co-Founder & CEO



Bryan is the Co-Founder and Chief Executive Officer for Integrity Marketing Group and leads the day-to-day operations of the company. Bryan also serves on the Board of Directors of Integrity.

Bryan is the founder of Legacy Safeguard, LLC a company dedicated with helping members leave a lasting legacy and being remembered long after they're gone. Bryan is considered one of the nation's leading experts in the senior market and speaks frequently across the country about the importance of helping families on one of the most difficult days of their lives. He consults with leading insurance companies to help them offer the best products to this market.

Prior to founding Integrity, Bryan was Vice President of Business Development at Directors Investment Group, Inc., a financial services company that operates several life insurance companies, a registered investment advisory firm, bank holding company and a mutual fund family. Advancing through a series of leadership roles in sales, marketing and product development, Bryan became the youngest Vice President in the company's history, where he oversaw all expansion efforts throughout the United States.

Bryan has a degree in Business Administration from Texas Tech University. Bryan and his family live in Highland Village, Texas.

Kevin Owens

Managing Partner



Kevin Owens is President of Kellogg Insurance Marketing and a Managing Partner of Integrity Marketing Group.

Beginning his career as a funeral director like his father, Kevin originally earned his life insurance license to be able to help families pre-arrange their funerals. This experience prepared Kevin for his future in health insurance by serving families and becoming more aware of the needs of seniors.

In 2005, Kevin reached out to his long-time friend, Ron Kellogg, to learn more about Medicare. After building his own agency in Arizona and Colorado, Kevin moved to Utah in 2013 with an invitation from Ron to become a partner at Kellogg Insurance.

After Ron's unexpected passing, Kevin has led Kellogg Insurance in continuing Ron's passion for helping seniors with their health insurance needs.

Kevin resides in Draper, Utah, with his wife and three children. When not working to carry-on Ron's legacy, Kevin enjoys fishing, being in the mountains and spending time with family.



