

FOR IMMEDIATE RELEASE

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SUMMARY Assurity named among 50 top-performing life-health companies

CONTACT Tom Henning, CLU, ChFC, CFA
Chairman, President and CEO

PHONE (402) 476-6500

Assurity Life Insurance Company has been named to the prestigious 2011 Ward's 50[®] group of top-performing life-health insurance companies. Based on Ward Group's annual analysis of the life-health industry, Assurity was recognized for achieving outstanding financial results in the areas of safety, consistency and performance over the five-year period from 2006-2010.

The 2011 Ward's 50 Top Performing Insurance Companies were announced during a national webinar Tuesday, July 12.

Annually, Ward Group analyzes nearly 800 life-health insurance companies domiciled in the United States and identifies the top performers in each segment. Each Ward's 50 company has passed all safety and consistency screens and achieved superior performance over the five years analyzed.

"Ward Group recognizes Assurity Life as one of the top-performing life-health companies in the insurance industry. Excellent returns and strong operating results helped make Assurity Life a top-performing insurance organization," said Jeff Rieder, president of Ward Group. "In selecting the Ward's 50, we identify companies that pass financial stability requirements and measure their ability to grow while maintaining strong capital positions and underwriting results. Assurity Life has demonstrated the ability to maintain outstanding results over the long term."

Each of the top 50 companies is awarded the Ward's 50 Seal, and their names are listed as the Ward's 50 Top Performers for the year (www.wardinc.com).

Ward Group looks for companies that outperform the industry over a five-year period in these areas: financial stability, revenue growth, capital/surplus position, expense management, investment performance, underwriting results and financial returns. Companies in the Ward's top 50 have achieved safe and consistent levels of surplus and premiums, net income, risk-based capital ratio and compound annual growth.

Ward Group is a leading provider of benchmarking and best practices research studies for the insurance industry. The firm analyzes staff levels, business practices and expenses for all areas of insurance company operations to help companies to measure results, optimize performance and be more profitable. This is Ward's 21st consecutive year for conducting the analysis.