



# *Trust...we earn it every day*

One of the top priorities today in any financial dealings is trust. Wisely, you want to be confident that the insurance company you work with will deliver what they promise when you need it. At Assurity Life, we work to earn your trust every day.

## *Longevity...*

Assurity Life is located in Lincoln, Neb. and has a 120-year legacy of providing long-term security to our policyholders.

## *Distribution...*

We provide "best in class" service nationwide to individuals and businesses.

## *Full range of products...*

Our insurance protection products include: disability income, critical illness, accident, long-term care, life and annuities.

## *Strong 2009 financials...*

Today, it's more important than ever to have faith in your insurance company's financial stability. As of Dec. 31, 2009, Assurity's financials included:

- \$2.24 billion in total assets
- \$1.99 billion in total liabilities
- \$10.9 billion of total insurance in force
- \$266.4 million in total surplus and asset valuation reserve (AVR)
- 11.90 percent ratio of surplus and asset valuation reserve to assets, a strong measure of our ability to meet future obligations
- \$24.3 million in dividends paid to policyholders
- \$232.4 million in benefits paid to policyholders

## *Investment practices...*

Assurity's conservative investment philosophy has provided financial stability for our company and our policyholders for over a century. Our portfolio emphasizes fixed-income securities (bonds) that provide strong, reliable levels of income and the recurring cash flow to meet our ongoing obligations. We never invested in sub-prime mortgages, Alt-A mortgages, structured investment vehicles, collateralized debt obligations or other exotic instruments that have caused other companies so much difficulty.

## *Recognition and Ratings...*

- A- (Excellent) with a stable outlook from A.M. Best Company\*, the insurance industry's leading independent evaluator
- Listed among the Strongest Life and Health plus Property and Casualty Insurers in the U.S. by Weiss Research, Inc. in 2008
- 2008 Cornerstone Award from Lincoln Chamber of Commerce for leadership in civic activities and innovative, customer-driven service
- 2007 Integrity Award from Better Business Bureau for ethical practices with customers, associates and the community.

Assurity Life has been helping people through difficult times for over a century; you can trust us to be there for you.

\*A.M. Best ratings range from A++ (Superior) to F (in liquidation).

