

Ward Group Announces Top Performing L&H Insurers



Annually, Ward Group analyzes the financial performance of nearly 800 life-health insurance companies domiciled in the United States and identifies the top performers. This group is called the Ward's 50 for the year. Each Ward's 50 company has passed all safety and consistency screens and achieved superior performance over the five years analyzed. The Ward's 50 life-health group of insurance companies produced a 16.1% return on average equity from 2005 to 2009 compared to 3.7% for the life-health industry overall. This is the 20th year Ward Group has conducted the analysis.

"Most companies now understand the current economic situation and its impact on their business. However, the scars from the last two years are still affecting business decisions," explains Jeff Rieder, President of Ward Group. "It is important for companies to maintain a long-term vision throughout difficult business cycles. 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."

Safety and Consistency Tests

Insurance companies are evaluated and must pass minimum thresholds to be considered for the Ward's 50 designation. Each company must pass the following primary safety and consistency tests:

- Surplus and premiums of at least \$50 million for each of the five years analyzed
- Adjusted net income in at least four of the last five years.
- Risk-based capital ratio of at least 150% for each of the five years analyzed
- Compound annual growth in premiums between -10% and +40%

Performance Measurements

Companies that pass the safety and consistency tests are measured and scored on the following elements:

- Five year average Return on Average Equity
- Five year average Return on Average Assets
- Five year average Return on Total Revenue
- Five year growth in Revenue
- Five year growth in Surplus

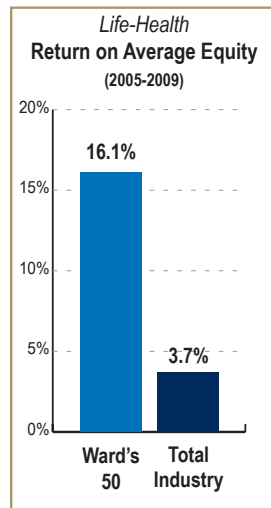
Key Performance Benchmarks

An important objective of the Ward's 50 is to compare their performance as a group with the rest of the industry. In addition to achieving greater levels of income returns, the Ward's 50 benchmarks

also outperformed in other key performance benchmarks. The Ward's 50 life-health group of companies outpaced the industry for five year policyholder surplus growth (8.4% compared to 5.6%) and premium income growth (12.4% compared to 1.3%).

A recurring theme with the Ward's 50 companies is achieving greater levels of efficiency compared to peer companies. "Although we do not directly use expenses as a factor in the Ward's

50 evaluation, a common attribute of the top performing segment is the ability to operate at lower expense ratios," says Mr. Rieder. In 2009, expenses relative to revenue were 16.8% lower for the Ward's 50 life-health group. "Our research consistently finds the top companies achieve a proper balance between managing expenses and making prudent investments in systems or processes to meet customer needs and corporate goals."



2010 Ward's 50[®] Life-Health Companies (listed alphabetically)

Aetna Life Insurance Company
 AFLAC
 American Family Life Insurance Company
 American Fidelity Assurance Company
 American Republic Insurance Company
 Amica Life Insurance Company
 Auto-Owners Life Insurance Company
 Baltimore Life Insurance Company
 Berkshire Life Insurance Company of America
 Centurion Life Insurance Company
 CIGNA Group
 Combined Insurance Company of America
 Farm Bureau Life Insurance Company of MI
 Federated Life Insurance Company
 Fidelity Investments Life Insurance Company
 Fidelity Security Life Insurance Company
 First Investors Life Insurance Company
 Forethought Life Insurance Company
 General Re Life Insurance Corporation
 Great American Life Insurance Company
 Health Net Life Insurance Company
 HM Life Insurance Company
 Homesteaders Life Company
 Household Life Insurance Company
 Humana Insurance Company
 Liberty National Life Insurance Company
 Metropolitan Life Insurance Company
 National Guardian Life Insurance Company
 National Life Insurance Company
 National Western Life Insurance Company
 New York Life Insurance Company
 Oxford Life Insurance Company
 Ozark National Life Insurance Company
 Pacific Guardian Life Insurance Company
 Physicians Mutual Insurance Company
 Primerica Life Insurance Company
 Reliance Standard Life Insurance Company
 Shelter Life Insurance Company
 Southern Farm Bureau Life Insurance Co.
 Standard Insurance Company
 Symetra Life Insurance Company
 Tennessee Farmers Life Insurance Company
 Thrivent Financial for Lutherans
 Trustmark Insurance Company
 United Healthcare Insurance Company
 United Life Insurance Company
 USAA Life Insurance Company
 USABLE Life Insurance Company
 WellPoint Group
 Western & Southern Life Insurance Company

An important objective of the Ward's 50 is to compare their performance as a group with the rest of the industry. Comparisons based on benchmarks set by the Ward's 50 group of companies are available for individual companies and the total industry. Visit www.wardinc.com for more information.



Empowering Companies Through Knowledge[®]