



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

One of the top priorities 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 Insurance Company, 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.

## *Service...*

Our company and sales representatives provide “best in class” service nationwide to individuals and businesses.

## *Full range of products...*

Our individual and worksite protection products include: disability income, critical illness, accident and life insurance, annuities and specialty insurance plans.

## *Strong 2010 financials...*

Today, it’s more important than ever to have faith in your insurance company’s financial strength and stability. As of Dec. 31, 2010, Assurity’s financials included:

- \$2.33 billion in total assets
- \$2.07 billion in total liabilities
- \$12.3 billion of total insurance in force
- \$279.6 million in total surplus and asset valuation reserve (AVR)
- 12.02 percent ratio of surplus and asset valuation reserve to assets, a strong measure of our ability to meet future obligations
- \$24.2 million in dividends paid to policyholders
- \$218.5 million in total benefits paid to policyholders

## *Investment practices...*

Assurity’s conservative investment philosophy has provided long-term financial stability for our company and our policyholders. Our portfolio emphasizes fixed-income securities (bonds) that provide strong, reliable levels of income and 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 in recent years 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.
- 2011 Salute to Business recognition from the combined Rotary Clubs of Lincoln for community leadership.
- 2008 Cornerstone Award from the Lincoln Chamber of Commerce for leadership in civic activities and innovative, customer-driven service.
- 2007 Integrity Award from the Better Business Bureau for ethical practices with customers, associates and the community.

Assurity Life has been helping people through difficult times for over 120 years; you can trust us to be there for you.

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

