



NEWS RELEASE

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Colonial Life & Accident Insurance Company is a market leader in providing insurance benefits for employees and their families through their workplace, along with individual benefits education, advanced yet simple-to-use enrollment technology and quality personal service.

Colonial Life offers disability, life and supplemental accident and health insurance policies in 49 states, the District of Columbia and Puerto Rico. Similar policies, if approved, are underwritten in New York by a Colonial Life affiliate, The Paul Revere Life Insurance Company. Colonial Life is based in Columbia, S.C., and is a subsidiary of Unum Group.

For more information about Colonial Life's products and services or opportunities with the company, call (803) 798-7000 or visit www.coloniallife.com.

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Colonial Life Introduces New Universal and Whole Life Insurance Products Just in Time for Life Insurance Awareness Month

Company adds long-term care benefit and restoration of benefits riders

COLUMBIA, S.C. (Sept. 8, 2008) — Employers can now take advantage of two new life insurance products from Colonial Life & Accident Insurance Company. Its universal and whole life products allow employers to enhance their benefits programs and fulfill a growing need for their employees. “Every working American should have life insurance, and many who have it don’t have enough,” says Jeff Koll, assistant vice president of life product development for Colonial Life. “These new products offer employers and their employees choices to meet their individual life insurance needs.”

According to LIMRA International’s 2005 Trend in Life Ownership study, 68 million adult Americans do not have life insurance. Colonial Life’s new universal and whole life offerings arrive in the marketplace just in time for Life Insurance Awareness Month. “Life Insurance Awareness Month highlights a critical need in our country,” says Koll. “Offering employees the opportunity to purchase these new individual products at the worksite is a plus because they may keep their policies even if they change jobs or become unemployed.”

Colonial Life’s enhanced universal and whole life products offer these key features:

Universal life policy

- Improved target premiums.
- Less restrictive underwriting on health and height and weight questions.
- No spouse signature on spouse policies up to \$50,000 in most states.
- Higher commissions on broker-driven sales.
- New long-term care benefit and restoration of benefits riders.

Whole life policy

- Face amounts increased from \$50,000 to \$100,000 on both the paid-

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up at age 65 and paid-up at age 95 plans.

- Competitive tobacco-distinct rates and better rates for non-smokers.
- Less restrictive underwriting with no height and weight questions for certain face amounts.
- No spouse signature on spouse policies up to \$50,000 in most states.
- Immediate claims payment of \$3,000 on all face amounts.

The addition of the long-term care benefit rider to Colonial Life's universal life plan gives employees added protection without breaking the bank, according to Koll. "The long-term care benefit rider isn't meant to cover all long-term care expenses, but it can help give people some protection if they need long-term care, as well as a choice for how they use their life policy's death benefit." If the policyholder also buys the optional restoration of benefits rider, the cash value and death benefit are restored to the universal life policy when the long-term care benefit is used.

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