



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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New Colonial Life Brand Clarifies Company's Strengths

Benefit communications capabilities help employers, employees get more value from workplace benefits plans

COLUMBIA, S.C. (Jan. 9, 2008) — One of the employee benefits industry's biggest hitters has a new look — and a clearer message. Colonial Life & Accident Insurance Company today launched a new brand, logo and tagline designed to better communicate who the company is and what it does.

The new brand name "Colonial Life" along with the tagline "Making benefits count" reflect the company's strengths in one-to-one benefit communications and enrollment services alongside its personal insurance coverages.

"Our new brand says a lot more about what makes us stand out from the competition," explains Tom Gilligan, senior vice president of marketing and branding. "Colonial Life still offers valuable, affordable protection for workers and their families through insurance benefits like life, disability, accident, hospital confinement indemnity and limited benefit medical plan coverage. But the personal, straightforward approach of our benefits education and enrollment services goes beyond that to help increase employee satisfaction and enhance the value of an employer's benefits package. We help make benefits count for employers and employees alike."

The new logo unveiled today includes the word "Colonial" in a strong, traditional blue and the word "Life" in a fresh, vibrant green. The two words are linked by a series of six spheres, each in a different shape and color representing the uniqueness of each Colonial Life customer and his or her personal needs. The spheres connect the "i" in each word to symbolize the company's strength in one-to-one benefits counseling. The tagline "Making benefits count" emphasizes Colonial Life's commitment to helping workers understand and appreciate the benefits available to them through the workplace — whether provided by Colonial Life or another company — and helping employers maximize the value of their investment in their workers.

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Colonial Life is the nation's second largest provider of voluntary benefits at the workplace, based on annual sales.*

Skyrocketing health insurance costs are forcing many employers to cut back benefits or ask employees to pay higher deductibles, copayments and premiums. That leaves a big gap between the benefits employers would like to offer and those they can afford — and an equally big gap in employees' understanding of the changes, what their choices are and how to make the most of their benefits. But many employers don't have the time, resources or in-house expertise to help their employees understand what they have and what else they need. Colonial Life does it for them, and at no fee.

“A comprehensive, consistent benefit communications plan can have as much or more to do with employee satisfaction as what's actually in the benefits package,” Gilligan says.

The repositioned brand is the culmination of a year-long project involving research with employees, employers and insurance salespeople. It replaces the previous Colonial Supplemental Insurance brand name.

While the brand is changing, the direction of the company is not, Gilligan says. “We'll continue to do what we do best: provide benefit communications and enrollment services along with valuable insurance products and excellent customer service. Colonial Life's goal is to help businesses build a more loyal and satisfied work force — and ultimately, a stronger business.”

* LIMRA Third Quarter 2007 Voluntary Sales Report

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