



## NEWS RELEASE

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### **Colonial Life wins top honors in five categories in *Benefits Selling's* 2008 Readers' Choice Awards**

**COLUMBIA, S.C. (Oct. 24, 2008)** — Insurance brokers nationwide have named Colonial Life & Accident Insurance Company their voluntary benefits provider of choice in most of the key categories in this year's *Benefits Selling* Readers' Choice Awards. The publication announced the winners in its November issue. *Benefits Selling* magazine asked brokers to name their choice in eight categories important to brokers today. Colonial Life was named the company of choice in five categories, including:

- **Most broker-friendly company**
- **Most innovative carrier**
- **Carrier that sits at the forefront of the consumer-driven health care market**
- **Best disability product**
- **Best voluntary life product**

Colonial Life also won an honorable mention award for **enrollment company offering the best service.**

The total of six awards is a record for a single company in the Readers' Choice Awards. No other worksite marketing company won more than one top award.

“We're pleased that our broker partners see Colonial Life as their company of choice for voluntary benefits,” says Tom Gilligan, Colonial Life's senior vice president of marketing and branding. “It's great to win five awards, and we're particularly proud of winning the ‘Most Broker-Friendly’ award because it says in plain English what we're trying to achieve as a company.”

For more information, call Colonial Life at (803) 798-7000 or visit [www.coloniallife.com](http://www.coloniallife.com).

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 and the District of Columbia. 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.

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