



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 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.

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 wins communication awards

COLUMBIA, S.C. (Nov. 14, 2008) — Colonial Life has won more than a dozen awards in recent local, national and international competitions recognizing excellence in communications.

On Nov. 12, Colonial Life won the first-ever “Best of the Best” award from the South Carolina chapter of the International Association of Business Communicators for its 2007 United Way campaign communications. This new award recognizes the top scorer among all entries in IABC-SC’s annual Palmetto Awards competition. The “Superheroes at Work” campaign also won an award of excellence in the communications campaign category. The Palmetto Awards recognize outstanding achievements in business and organizational communications. Entries are judged on innovative and effective use of media; the overall quality of writing, design and execution; and documented achievement of measurable results.

The company also recently won four platinum, four gold and three honorable mention awards in the MarCom Awards, an international creative competition that recognizes outstanding achievement by marketing and communications professionals. Entries come from corporate marketing and communications departments, ad agencies, public relations firms, design shops and freelancers. The 2008 competition included more than 5,000 entries from throughout the United States and several foreign countries.

Colonial Life won platinum awards for its Colonial Life rebranding campaign, “The Benefits Guys” television spot, “Colonial’s Got Your Back” campaign poster, and the “Amazing Race” sales contest promotional campaign. The company won gold awards for the Colonial Connect plan administrator newsletter, Harmony “Pong” video, Txt-2-Win promotion at USC football games, and “The Knights who say...DIAM!” internal communication scriptwriting. Honorable mentions went to the “Fill ’er Up with Colonial Life” direct mail piece, “Go Green” paperless billing e-mail campaign and “We’re the benefits guys” print ad campaign.

The overall design of the Colonial Life brand identity also has been

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recognized with a 2008 American Graphic Design award. The American Graphic Design Awards is the biggest and broadest national design competition spotlighting areas of excellence for creative professionals in all areas including advertising agencies, graphic design firms, corporations, institutions and publishers. The award honors outstanding work across all media. From a field of more than 10,000 entries, a highly selected 15 percent are recognized with this award.

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