



NEWS RELEASE

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Benefits Guys Rally for Working Americans

New movement positions Colonial Life benefit counselors as the approachable experts who help American workers get the most out of their benefits package

COLUMBIA, S.C. (Aug. 3, 2009) — Workers can better understand and appreciate the benefits their employers provide, thanks to a focus on one-to-one benefits communication and education by Colonial Life & Accident Insurance Company. The heart of the communication focus is Colonial Life's new Benefits Guys Code — 12 principles that characterize the way Colonial Life benefit counselors interact with employees, employers and brokers. The code stresses compassion, honesty and straight-forward communication when it comes to working with customers and helping people make the best possible choices about their benefits.

“The Benefits Guys Code says very simply what Colonial Life has always stood for — the personal, one-to-one counseling we provide working Americans to help them understand the benefits they have or might need to protect themselves and their families,” says Tom Gilligan, Colonial Life's senior vice president of marketing and branding. “The code redefines what it means to represent Colonial Life and what customers can expect from us.”

The company recently celebrated National Benefits Guys Code Unveiling Day to kick off the internal adoption effort. Colonial Life benefit counselors across the country signed a copy of the Benefits Guys Code for posting in district offices to show their commitment to living up to its principles. To the company's best knowledge, Colonial Life is the only voluntary benefits provider with this kind of written code of conduct for its benefit representatives.

Download the [Benefits Guys Code](http://www.coloniallife.com/~media/acrobat/77940.ashx) at <http://www.coloniallife.com/~media/acrobat/77940.ashx> to view all 12 principles. For more information about the benefits guys or Colonial Life's products and services, call Colonial Life at (803) 798-7000 or visit 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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