



NEWS RELEASE

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Colonial Life wins top honors in four categories in *Benefits Selling's* 2009 Readers' Choice Awards

COLUMBIA, S.C. (Nov. 13, 2009) — Insurance brokers nationwide named Colonial Life & Accident Insurance Company their voluntary benefits provider of choice in this year's *Benefits Selling* Readers' Choice Awards in all award categories that apply to the company's business. The publication announced the winners in its November issue.

Benefits Selling magazine asked brokers to name their top carrier in eight categories important to brokers today. Colonial Life was named the winner in these four categories:

- **Best consumer-driven health care products**
- **Best limited benefit medical product**
- **Best broker relationships**
- **Most innovative technology product**

“This validates that what we do is of great value to brokers – providing affordable products, flexible enrollment technology, and effective benefits communication and education,” says Tom Gilligan, Colonial Life's senior vice president of marketing and branding. “We work hard to create strong broker partnerships so brokers can help business owners achieve a higher return on their benefits program investment. It's nice to know brokers recognize our leadership in these categories.”

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. 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 voluntary benefits, call Colonial Life at (803) 798-7000 or visit www.coloniallife.com.

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