

MUTUAL OF OMAHA MEDIA CONTACT:

Sephera Staley
Mutual of Omaha
(402) 351-3096

ASBA MEDIA CONTACT:

Eileen Philbin
Executive Director, American Senior Benefits Association
877-906-2722
eileen.philbin@asbaonline.org

Mutual of Omaha Offers American Senior Benefits Association Members Guaranteed Issue Life Insurance

FOR IMMEDIATE RELEASE: Chicago, IL - April 8, 2011 - The American Senior Benefits Association has announced its endorsement of Mutual of Omaha as a preferred provider of guaranteed life insurance for its 720,000 members nationwide.

Through this partnership, Mutual of Omaha will offer American Senior Benefits Association members and their spouses ages 45 to 85, a guaranteed whole life insurance policy. The policies are underwritten by United of Omaha Life Insurance Company and Companion Life Insurance Company in New York, both of which are Mutual of Omaha companies. Policy features include:

- Benefit amounts of \$20,000, \$10,000, \$5,000 or \$3,000;
- Cost will never increase and the benefit will never decrease because of health or age;
- No physical exam and no health questions to qualify;
- Available direct by mail.

"Mutual of Omaha is honored to have the opportunity to work with the American Senior Benefits Association and its distinguished members," said Melissa Chadwick, Account Executive with Mutual of Omaha. "We look forward to being able to serve those who have served their community over the years."

For more information about the Guaranteed Life Insurance offer for members, call 1-800-622-1019.

Mutual of Omaha is a full-service, multi-line organization providing insurance and financial services products for individuals, businesses and groups throughout the United States. For more information about Mutual of Omaha, visit www.lifebymutual.com/V27.

The American Senior Benefits Association (ASBA) is a 501(c)(3) not-for-profit association where membership is completely free. ASBA is committed to lifestyle enhancement through benefits, advocacy and education for the over-50 population. ASBA concentrates its efforts on the issues that are of greatest concern to its members. Through its partners and programs, ASBA members receive news and information, product and service discounts, as well as other benefits. Current ASBA membership stands at over 720,000 nationally.