



FOR IMMEDIATE RELEASE

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**Dearborn National™ Becomes the New Brand Name for
Fort Dearborn Life® and Affiliates**

CHICAGO, IL – January 4, 2010 –Today, Fort Dearborn Life Insurance Company® along with several affiliate companies will begin marketing their products and services under the newly created brand name Dearborn National.

“We are among the leading providers of employee benefits in the United States,” said Dearborn National President Anthony F. Trani. “Still, as a group of insurance companies marketing under separate brand names, research indicates our names lacked brand equity in the marketplace.”

Trani noted that when he became head of Fort Dearborn Life and several of its affiliates in 2008, he was impressed with the breadth of product offerings, service and knowledgeable staff, but felt the marketplace wasn’t getting the message.

“I have stated on numerous occasions that we may be the best kept secret in the industry, and our brand research study validated my suspicions,” Trani said.

That’s when Trani and his senior management team, which combined has more than 200 years of experience in the insurance industry, came up with the idea to market the products and services of their companies under one brand.

“To change the brand of one company is no small endeavor, but toss in several companies and the task becomes a major endeavor,” said Trani.

However, it was an effort Trani and his team of experts deemed worthy of the 15-month effort—from when the research began to the rollout of the brand name.

To call attention to the new brand, the Dearborn National companies will engage in an aggressive marketing campaign featuring national and regional advertising in the financial press, advertisements in numerous trade publications, aggressive promotions linked to

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Products and services marketed under the Dearborn National™ brand and the star logo are underwritten and/or provided by Fort Dearborn Life Insurance Company® (Downers Grove, IL) in all states (excluding New York), the District of Columbia, the United States Virgin Islands, the British Virgin Islands and Guam.



professional sports and campaigns focused on helping sales representatives engage brokers and producers of employee benefits.

“When you take a look at the combined resources of all the Dearborn National companies, we have a compelling story to tell. Many of America’s largest employers—household names—have trusted us with their employee benefit needs, but we have yet to become a household name ourselves,” said Trani.

“We’ve decided to make a concerted effort to tell the full story of the value we bring to the table. It’s time Dearborn National became one of the most well-known and trusted names in employee benefits.”

The affiliate companies marketing under the new Dearborn National brand include Fort Dearborn Life Insurance Company[®], Fort Dearborn Life Insurance Company[®] of New York, and Colorado Bankers Life Insurance Company[®]; however, each company will remain as the underwriting company for its respective products and services.

About the Dearborn National Brand Companies

The Dearborn National brand companies have more than 40 years of experience and offer a broad selection of insurance products covering many markets: group life, disability and dental benefits, worksite and individual solutions. The companies are licensed in all 50 states, as well as the District of Columbia, the U.S. Virgin Islands, the British Virgin Islands and Guam. The parent company, Health Care Services Corporation, a Mutual Legal Reserve Company, is the largest non-investor owned health care insurance provider in the United States and the fourth largest overall. For more information, please visit www.dearbornnational.com.

The combined resources¹ of the Dearborn National companies include:

- Total annual revenues of more than \$1.6 billion
- Total assets of more than \$3.6 billion
- Capital and surplus of more than \$600 million
- More than 1,100 employees administering our business
- Largest dental PPO network in the U.S.² covering more than 2 million members

¹ Statistics based on November 2009 data.

² Based on the number of dental access points.