

ASSURITY LIFE INSURANCE COMPANY RECEIVES 2007 BBB INTEGRITY AWARD FOR COMPANIES WITH OVER 100 EMPLOYEES

BBB Integrity Awards Honor Ethical Business Practices

Lincoln, Nebraska – Sept. 24, 2007 – Assurity Life Insurance Company received a Better Business Bureau (BBB) Integrity Award at an award ceremony at the Cornhusker Marriott in Lincoln on Sept. 24. These awards focus on demonstrated ethical business practices with key stakeholders including customers, employees and the community at large, rather than a company's growth, profitability or popularity. The Integrity Award winners were chosen by an independent panel of business leaders and members of the academic community.

“The BBB Integrity Award Winners have shown that ethics and integrity is a core value of their organization,” said Jim Hegarty, president and chief executive officer of the Better Business Bureau of Nebraska, South Dakota and southwest Iowa. “The 2007 BBB Integrity Award winners join an elite group of organizations that realize dealing fairly and honestly with employees, customers and partners is central to profitability and growth.”

Assurity Chairman, President and CEO Tom Henning said he was honored Assurity received the 2007 Integrity Award from the Better Business Bureau. Henning said the award strongly represents Assurity's mission, vision and values. “Every day, our associates focus on our company's core purpose of helping people through difficult times,” Henning said. “We work to provide best-in-class service to our customers, distributors and the Lincoln community, while we practice our most important value of conducting our business with integrity, fairness and honesty.”