



NEWS
FOR IMMEDIATE RELEASE

LifeHelp Adds One Million New Credit Union Members to Group Term Life Marketing Program

REDDING, CA, August 12, 2004 - LifeHelp Insurance Administrative Services (LifeHelp) has signed multiple new agreements with credit unions to market its Group Term Life Insurance program. These agreements to market group term life insurance, featuring a 10-Year Term Birthday Life program underwritten by New York Life Insurance Company, have added more than one million new credit union members to the marketing program since June 2003.

For the third consecutive year, New York Life achieved the number one market share for new life premium, according to the association that compiles market data from among the 75 largest insurers, representing three-quarters of the industry.* In 2002 New York Life was #1 in Association Group life insurance revenue and the #1 U.S. direct marketer of life insurance.

LifeHelp's 10-Year Level Term Life product is marketed around the member's birthday to obtain and lock in the most affordable rate available under the program for a full ten years. The application process is easier than ever before... with the new simplified underwriting; a credit union member's acceptance is based upon answers to three basic health questions. There are no physical or medical exams for coverage amounts from \$25,000 to \$100,000.

Henry Cuenca, LifeHelp's Chairman, said the agreements move LifeHelp toward its goal of being the leading provider of life insurance solutions to the credit union marketplace.

"The addition of new credit unions to our group term life program validates the quality of the products and services that LifeHelp brings to the credit union market. New York Life is a premier partner and as the U.S. leader in individual life insurance sales and direct marketing of life insurance they bring tremendous value to credit unions and their members," he said.

A Fortune 100 company, New York Life is the largest mutual life insurance company in the United States and one of the largest life insurers in the world. Founded in 1845 and headquartered in New York City, New York Life and its affiliates offer life, annuities, and long-term care insurance. New York Life continues to receive among the highest ratings for financial strength from the leading independent rating services including A.M. Best, Fitch and Standard and Poor's.

LifeHelp Insurance Administrative Services, founded in 1972 to service the credit union industry, has evolved into a nationwide, full-service third party administrator for life and health insurance products. Licensed in all required states, LifeHelp has committed its expertise to being the leading provider of life insurance solutions to the credit union marketplace.

For More Information Contact:
LifeHelp Insurance Administrative Services
(800) 345-4543

*Source: LIMRA International: Sales Survey based on new periodic premium, plus 100% of single premium.

LifeHelp Insurance Administrative Services
PO Box 991850 • Redding, CA 96099-1850 • www.lifehelp.com
530-223-7700 • 800-345-4543 • Fax 530-223-7712