

AFFINION TEAMS WITH LIFEHELP TO BRING LIFE INSURANCE TO CREDIT UNIONS NATIONWIDE

STAMFORD, Conn. (September 28, 2012) – Affinion Group, the global leader in customer engagement, and LifeHelp, a company that has served as a bridge between credit union members and life insurance companies since 1972, have announced that LifeHelp’s life insurance programs will now be available through distributors of other Affinion products and services to credit unions nationwide.

Wayne Conte, Affinion Benefits Group Executive Vice President said, “We’re very pleased to combine efforts with LifeHelp to make their life insurance programs more broadly available to the credit union market. Life insurance goes hand in hand with our insurance products to provide comprehensive protection to the families of credit union members, while costing the credit union nothing, requiring very little of its time to manage, and creating a new, ongoing flow of non-interest income.”

According to Ryan Cuenca, LifeHelp President and CEO, “The typical working American household is badly underserved by the life insurance industry. Almost 40 percent of U.S. households have no life insurance at all, and millions of people say they know they should have more life insurance, but no one is offering it to them. We’re excited to partner with Affinion to provide credit unions with a program that helps meet this well-documented need among their members while increasing member satisfaction and retention in the process.”

The program includes coverage for a broad array of member situations, from young families that need substantial protection, to older members who need only small policies to cover their final expenses. The coverage is promoted to members through direct mail, the credit union’s website, and other traditional member marketing channels. Program support also includes an online platform featuring live agent chat and a term life quote engine (www.gotolifehelp.com). All policies are underwritten by highly rated carriers, many of them among the country’s best-known, including American General, MetLife, TransAmerica, ING and others.

According to Cuenca, the Affinion/LifeHelp partnership represents a model superior to single-carrier insurance programs marketed to and through credit unions. He stated, “In our decades of experience in the credit union insurance market, we’ve seen one fact demonstrated over and over again: a carefully selected set of service providers, each with a narrow product focus and greater depth of expertise with that product, brings better results than expecting a single provider to provide uniformly high product quality across the board.”

Conte agrees. “For those credit unions that already offer our AD&D insurance,” he said, “the addition of life insurance programs from LifeHelp makes a good deal of sense. The credit union is able to offer best-of-class life insurance as well as AD&D coverage, yet still enjoy the convenience of a familiar, single service contact.”

About the Companies:

LifeHelp is located in Redding, California and is licensed to sell insurance in all 50 states. The company has provided life insurance programs to the credit union market for 40 years.

Affinion Group enhances the value of its partners' customer relationships by developing and marketing loyalty solutions. Leveraging its expertise in customer engagement, product development and targeted marketing, Affinion provides programs to help generate increased customer loyalty and significant incremental revenue for more than 5,570 marketing partners worldwide.

More Information

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