



Strength. Independence. Solutions.

FORT DEARBORN LIFE® LAUNCHES NEW BRAND NAME: DEARBORN NATIONAL™

Great news! Fort Dearborn Life® has created a new brand name—Dearborn National™—that reflects our growing company. The new Dearborn National brand is part of a campaign to reinforce the core values that differentiate us from our competitors as well as leverage the strength of our affiliated companies. Our values are summed up in the tagline: Strength. Independence. Solutions.

Strength: We are financially strong and capable of fulfilling our promises to our customers and their members.

Independence: Because we are independent from the conventions and bureaucracy of Wall Street, our customers can depend on us to be stable and do the right thing in our business relationships.

Solutions: We build relationships in which we listen to our customers and provide big-company solutions with a small-company touch.

More than just a tagline, it defines how we do business.

You'll be hearing more from Dearborn National as we transition to our new brand.

FREQUENTLY ASKED QUESTIONS

WHY CREATE A NEW BRAND NAME?

The name Dearborn National is part of a strategic campaign to bring awareness to the company's growth, coast to coast distribution and ability to compete across multiple product categories by focusing on our customers needs and providing meaningful solutions.

WAS THERE A CHANGE IN YOUR OWNERSHIP?

No, creating a brand name means we have created a new way to communicate and advertise the unity and strength of Fort Dearborn Life Insurance Company and its affiliates. The brand name does not affect our ownership. Fort Dearborn Life Insurance Company will maintain its legal name and will continue to underwrite and/or provide products and services, but will market its products under the Dearborn National brand.

WHAT CHANGES WILL WE SEE?

Beginning January 2010, you will see new marketing materials and forms with the new Dearborn National look! In the coming months, you also will begin to see rebranding of the Web site.

SHOULD I REQUEST A NEW COPY OF MY CONTRACT/POLICY? RE-DESIGNATE BENEFICIARIES?

No, you need not take any action. You will begin to see communications that include the Dearborn National brand, but no action is required on your part.

The creation of a brand name is something we are doing; it does not affect the administration of your programs.

WILL FORT DEARBORN LIFE INSURANCE COMPANY CONTINUE TO BE RESPONSIBLE FOR PAYING MY CLAIMS?

Yes, Fort Dearborn Life Insurance Company continues to be the underwriting company and will continue to process claims accordingly, as well as provide service and support as usual. Fort Dearborn Life Insurance Company has the financial responsibility for your insurance policy and, as you know, is highly rated for its financial strength and ability to pay claims.

WHO DO I CALL WITH A QUESTION?

The same Customer Service number you have called in the past. For the first six months of 2010, Customer Service will answer calls with a transitional message indicating that Fort Dearborn Life Insurance Company is now marketed as Dearborn National. Beginning June 2010, Customer Service will begin answering calls with a Dearborn National greeting.