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Preneed Merger Means Exciting New Chapter for Physicians Mutual

OMAHA -- (April 4, 2017) — Physicians Mutual's preneed partner, The Outlook Group, is merging with Precoa (The Preneed Company of America). Precoa's acquisition of The Outlook Group will be finalized in the late spring of 2017 and will unite two of the nation's leading independent marketing organizations.

"This is exciting news for Physicians Mutual and our funeral home partners," says Rob Reed, Physicians Mutual CEO. "Our innovative partnership with The Outlook Group has supported local funeral home owners across the country as they serve their communities. We are excited about continuing this relationship as The Outlook Group joins Precoa to make our preneed insurance available to even more families."

Physicians Mutual has the highest financial strength ratings in the preneed industry* and enjoys a 97% customer satisfaction rating.** Its products are designed to give individuals the peace of mind that comes with pre-planning and prefunding their funeral services in advance. The insurance is sold in independent funeral homes across the country, with The Outlook Group serving as the primary contact and marketing liaison.

"Our relationship with Physicians Mutual has been a huge benefit – both to consumers and funeral homes," says Tyler Anderson, President and CEO, The Outlook Group. "As we complete this merger, we are confident that existing and future funeral home partners will appreciate the stability, values and innovation of Physicians Mutual."

Precoa, based in Portland, Oregon currently partners with funeral homes in forty states. Committed to enriching life through meaningful connection, Precoa provides the best resources in preneed with its fully integrated ProActive Preneed® system to help families across America begin healing following the loss of a loved one.

About Physicians Mutual

Physicians Mutual Insurance Company and Physicians Life Insurance Company are members of the Physicians Mutual family. Physicians Mutual Insurance Company offers reliable Medicare Supplement, dental and supplemental health insurance. Physicians Life Insurance Company provides important life insurance coverage and annuities. They entered the funeral pre-planning market to help meet the growing needs of funeral home owners and the families they serve. The companies have more than \$3.6 billion in assets and consistently maintain some of the highest financial strength ratings in the nation from independent insurance analysts, including A.M. Best Company and Weiss Ratings.* Founded in 1902, Physicians Mutual is headquartered in Omaha, Neb. To learn more about the company, please visit www.PhysiciansMutual.com.

** Based on WeissRatings.com's Recommended List of Companies, an elite group of insurance companies representing the top 1% of the industry.*

***Customer satisfaction survey conducted by Wiese Research, 2014.*