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For Immediate Release

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Physicians Mutual Pledges 10,000 Trees to Celebrate 10-Year Partnership with Arbor Day Foundation

Omaha, Neb. (April 16, 2014) – Physicians Mutual announced today it's launching the "Plant One, Celebrate Many" campaign to celebrate its 10-year anniversary with the Arbor Day Foundation. As part of the campaign, Physicians Mutual is inviting the Facebook community to join in a 10,000 tree pledge. For every 'like' the "Plant One, Celebrate Many" campaign receives through the Physicians Mutual Facebook page, a tree will be planted in Oglala National Grasslands in Nebraska, which was badly damaged by wildfire in 2012.

In 2004, Physicians Mutual partnered with the Arbor Day Foundation to plant a "Tree in Memory" of every life customer that passed away. Over the years, the company has expanded the program to include all customers and added the "Trees in Celebration" program to celebrate customer birthdays. Ten years later and more than 250,000 trees planted, the partnership continues to grow with the new "Plant One, Celebrate Many" campaign.

"Physicians Mutual has made a meaningful contribution to the health of our planet in honoring their customers by helping us to plant trees in our nation's forests during the past decade," said Dan Lambe, vice president of programs with the Arbor Day Foundation. "As we celebrate their commitment to people and the planet, we look forward to continuing this important work with a company that recognizes the positive impact planting trees has on our environment."

"We believe this new campaign is a great addition to our company's commitment to restore and sustain our environment for future generations, while creating a lasting tribute to every life they represent," said Bob Gunia, Physicians Mutual senior vice president.

Over the past ten years, Physicians Mutual has helped with the reforestation in Ocala National Forest in Florida, Huron-Manistee National Forest in Michigan and is currently planting trees in Bastrop State Park in Texas.

Learn more about the "Plant One, Celebrate Many" campaign via:

Facebook: <https://www.facebook.com/PhysiciansMutualInsurance>

Twitter: <https://twitter.com/Trees4Tribute>

YouTube: <http://www.youtube.com/user/PhysiciansMutual>



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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. In 2012, 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 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.

About Arbor Day Foundation

Arbor Day Foundation is a million member nonprofit conservation and education organization with the mission to inspire people to plant, nurture and celebrate trees. More information is available at arborday.org.

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