



Physicians Mutual®
Insurance for all of us.®

FOR IMMEDIATE RELEASE

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Physicians Mutual Launches New Brand Campaign

OMAHA -- (April 20, 2016) — Physicians Mutual has just launched a new brand anthem campaign focused on the “secret” to a joy- and peace-filled retirement: Physicians Mutual. The campaign includes a digital component, local television spots and partnership with the Hallmark Channel and Hallmark Movie Mysteries. The spots emphasize the positive experiences that customers have had with Physicians Mutual, which has a 97% customer satisfaction rating.

“It is no secret we are proud of our customers and enjoy helping them achieve the financial security they deserve,” says Bob Gunia, Senior Vice President at Physicians Mutual. “The heart of this campaign is making more people curious about Physicians Mutual and discovering the difference we can make in their life.”

In the three new brand commercials, the viewer listens in as people in a bakery, a diner and at a baseball game share their secret to a happy retirement. In all three cases, everyone around the lead character knows about Physicians Mutual and is eager to share their positive experience – giving the character confidence to make the call or check the website to learn more. The commercials can be viewed on the Physicians Mutual YouTube page.

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.*