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For Immediate Release

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Physicians Mutual Appoints Rob Reed as New President and CEO

Omaha, NE – September 9, 2014 – [Physicians Mutual](http://PhysiciansMutual.com), a premier provider in individual health, life and retirement insurance products, today announced that its board of directors named Rob Reed as president and chief executive officer, effective January 1, 2015. Reed currently serves as executive vice president and chief operating officer and has been a member of the board of directors since 2005.

“Rob is an accomplished business leader with a combination of financial and operational acumen, making him uniquely positioned to lead the company,” said Physicians Mutual Chairman of the Board William Hamsa, M.D. “This leadership change comes at a time of strength and growth for Physicians Mutual. The company has the right strategy and the right people in place to ensure future success.”

Current Physicians Mutual President and CEO Robert “Bob” Reed will become chairman-elect of the board of directors and remain involved as an advisor to the new president and CEO, effective January 1, 2015. Bob has served as President and CEO of Physicians Mutual for the past 40 years and is only the fourth individual to serve in this capacity since the company’s founding in 1902.

“We appreciate Bob Reed’s many contributions and distinguished tenure as president and CEO,” said Hamsa. “He has expanded our footprint and provided us with a solid foundation for continuous growth. His leadership, both within the company and throughout the community, has served as a wonderful example for our next generation of leadership.”

“I am excited about the future,” said Rob Reed. “Physicians Mutual is a strong and reliable company with enduring values, a diversified product-line that meets the needs of our customers, as well as passionate employees and agents who work hard for our customers and make a difference in their lives every day. Our future is very bright.”

Rob Reed has a long history with Physicians Mutual. He joined Physicians Mutual in 1989. As a member of the executive leadership team and the board of directors, he has helped the company achieve consistent sales growth and maintain a strong financial position in the market through expansion into new product categories and sales



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channels. He has held past division leadership positions in financial analysis, marketing and group and individual insurance lines. As COO and executive vice president, he currently oversees the company from an operations standpoint, including marketing, sales, government relations and strategic planning.

Rob is a graduate of [Georgetown University](#) and holds a master's degree from the [J.L. Kellogg Graduate School of Management](#) at Northwestern University. He is active in the community and has served on the board of directors of a number of organizations, including the [American Red Cross – Heartland Chapter](#); Camp Fire USA (now [Completely Kids](#)); [Heartland Family Service](#), [Metropolitan YMCA](#); Jesuit Partnership Council of Omaha; [Community Health Charities](#); and as vice-chair and division chair of the [United Way of the Midlands](#) annual fund drive. He was appointed as a [Knights of Ak-Sar-Ben](#) Councillor in 2007 and remains an active councillor. He currently serves on the board of directors, executive committee and investment committee for the [Omaha Symphony](#), and on the board of the [River City Rodeo & Stock Show](#).

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 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.





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Robert "Bob" Reed



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