



Physicians
Mutual®

Insurance for all of us.®

**FOR IMMEDIATE RELEASE
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Get More Growth Potential with New Preneed Product

OMAHA – April 16, 2018 – The Physicians Mutual family is proud to announce the new Custom Index Performance product, which offers our highest-yet potential for growth. Developed in collaboration with Physicians Mutual’s exclusive marketing partner, Precoa, Custom Index Performance builds on a portfolio of innovative index preneed products by using a participation rate instead of a cap to determine the growth rate. It’s the latest way to experience sustainable growth for your preneed program.

“We’re excited to be able to offer something unique to our funeral home partners. With Custom Index Performance, our partners can experience higher growth potential without worrying about losing money if the market takes a downturn. As an insurance carrier, it’s our job to develop products and services that not only meet the demands of funeral home owners, but exceed them,” said Brice Ballard, vice president at Physicians Mutual®.

Custom Index Performance will be available beginning April 19. For more details about how you can join the Physicians Mutual family and experience higher growth potential on your preneed business, visit PhysiciansMutual.com/preneed, or stop by booth #1424 at ICCFA in Las Vegas on April 18-20.

Preneed product is not available in all states. Underwritten by Physicians Life Insurance Company.

About the Physicians Mutual Family

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.