



## FOR IMMEDIATE RELEASE

**Contact:**

David O. Aronson  
MIB Group, Inc.  
781.751.6136  
[daronson@mib.com](mailto:daronson@mib.com)

## MIB Supports Life Insurance Awareness Month – September, 2012

Braintree, MA. (August 28, 2012) — MIB Group, Inc., the life and health insurance industry's most trusted resource for underwriting information and analytical services, is pleased to announce its support of Life Insurance Awareness Month this September, a campaign sponsored by the Life and Health Insurance Foundation for Education (LIFE).

“We are honored to show our support of Life Insurance Awareness Month,” said Lee B. Oliphant, MIB's President and CEO. “This initiative is an important reminder for all Americans to review their personal life insurance needs to make sure their loved ones are adequately protected. The Life and Health Insurance Foundation plays a critical role in educating the public about the essential role of life and health insurance.”

MIB's support will be visible on its website linking the 2012 campaign logo to [www.lifehappens.org](http://www.lifehappens.org), LIFE's public information website as well as highlighting it to the more than 6,000 subscribers of the MIB Life Index in September ([www.mib.com/lifeindex](http://www.mib.com/lifeindex)), the industry's 'go-to-metric' for trending life insurance application activity. MIB will additionally run educational programs for their Associates during the month to remind them of the importance of revisiting their life insurance needs.

“We very much appreciate MIB's participation in the Life Insurance Awareness Month campaign,” said Marvin H. Feldman, LIFE's President/CEO. “For more than a century, MIB's fraud detection services have played a vital role in this industry, ensuring that their member insurance companies can offer and consumers can purchase affordable life and health insurance protection.”

The growing crisis of inadequate life insurance protection in American families is often cited by industry and financial experts alike. As two leading organizations ingrained in the industry, both MIB and the Life and Health Insurance Foundation are mutually committed to awareness and the goal of reminding Americans to include life insurance in their financial plans.

### About MIB

MIB is the life and health insurance industry's most trusted resource for underwriting information and analytical services. Owned by the industry it has served for more than a century, MIB is uniquely positioned to aggregate industry insights in order to develop products and services for its members that improve their risk management decisions. MIB, Inc. and MIB Solutions, Inc. are wholly-owned subsidiaries of the MIB Group, Inc. ([www.mib.com](http://www.mib.com) and [www.mibsolutions.com](http://www.mibsolutions.com)).

### About The Life and Health Insurance Foundation for Education

The Life and Health Insurance Foundation for Education (LIFE) is a nonprofit organization dedicated to helping consumers make smart insurance decisions to safeguard their families' financial futures. LIFE's mission is to educate the public about the essential role of life and health insurance in sound financial and retirement planning and the value added by insurance agents and other financial advisor. Visit [www.lifehappens.org](http://www.lifehappens.org).