



## FOR IMMEDIATE RELEASE

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## MIB Supports Life Insurance Awareness Month – September, 2013

Braintree, MA. (August 28, 2013) — 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).

Insurance and financial planning experts universally agree that there is a growing crisis of inadequate life insurance protection in American families. 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.

“We are very pleased 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 and 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](#) and will link the 2013 campaign logo to [www.lifehappens.org](http://www.lifehappens.org), LIFE’s public information website. MIB will also highlight Life Insurance Awareness Month to over 7,500 subscribers to the MIB Life Index in September ([www.mib.com/lifeindex](http://www.mib.com/lifeindex)). The Life Index is the industry’s ‘go-to-metric’ for trending U.S. life insurance application activity. In addition, MIB will be sending LIFE’s authored tweets to its Twitter audience ([@MIB\\_Group](#)) as well as running 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 underwriting 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.”

### 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. (<http://www.mibgroup.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).