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MIB Life Index Reports U.S. Life Insurance Activity off -4.2% in February

Braintree, MA. (March 13, 2014) — Applications for individually underwritten life insurance continued to decline in February, albeit at a diminished pace from January (-7.9%), off -4.2% year-over-year, all ages combined according to the [MIB Life Index](#). Declines in the first two months of 2014 came on the heels of a -3.4% YTD decline in activity for 2013. Overall, application activity increased +9.4% from that of January. A stronger than usual seasonal uptick which may hold a silver lining as the industry tries to recover from sharply negative numbers.

U.S. application activity by age group mirrored those of the composite Index: ages 0-44, off -4.9%; ages 45-59, off -4.5%; and ages 60+ off -1.4%. February's declines in application activity by age group were less steep than those of the prior January. Year-to-date, application activity is off: ages 0-44, off -7.0%; ages 45-59, off -6.7%; and ages 60+ off -2.2%.

MIB CEO Lee Oliphant talks with A.M. Best on the 2013 year-in-review available from www.mibgroup.com. Review all the industry trends and register (free) for MIB's 2013 Life Index Annual Report at www.mibsolutions.com/regLI or login at www.mibsolutions.com/loginLI.

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February 2014 MIB Life Index (2)

Monthly Percent Change <i>(year-over-year)</i>	
February 2014	-4.2%
January 2014	-7.9%
December 2013	-7.5%
YTD 2014	-6.1%

	U.S. Monthly Percent Change by Age <i>(year-over-year)</i>		
	<i>Feb. '14</i>	<i>Jan. '14</i>	<i>Dec. '13</i>
0 - 44	-4.9%	-9.1%	-7.6%
45 - 59	-4.5%	-8.7%	-8.5%
60 +	-1.4%	-2.9%	-5.3%

U.S. Monthly Percent Change vs. Prior Month	
February 2014	9.4%

About the MIB Life Index

The MIB Life Index is the life insurance industry's timeliest measure of application activity in the United States. Released to the media each month, the Index is based on the number of searches MIB life member company underwriters perform on the MIB Checking Service database. Since the vast majority of individually underwritten life premium dollars in North America include an MIB search as a routine underwriting requirement, the MIB Life Index provides a reasonable means to estimate new business activity. For past releases, methodology or to subscribe visit www.mib.com/lifeindex.

About MIB

MIB is the life and health insurance industry's most trusted resource for risk 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 our members that improve their risk assessment. MIB, Inc. and MIB Solutions, Inc. are wholly-owned subsidiaries of the MIB Group, Inc. (www.mibgroup.com).

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