

## **AMERILIFE, EVEREST SIGN EXCLUSIVE MARKETING AGREEMENT OFFERING FUNERAL CONCIERGE SERVICE TO SENIOR MARKET**

*Product Offers Seniors “Independent Advocate” In Funeral Planning Process*

**HOUSTON**, Sept. 9, 2008 – AmeriLife Group, L.L.C., the largest annuity, life and health insurance marketing organization for the U.S. senior market and Everest, the first nationwide funeral planning and concierge service, announced they have signed an agreement giving AmeriLife exclusive rights to market Everest’s services to independent agents and financial advisors nationwide. The collaborative agreement brings the added benefit of comprehensive funeral planning assistance to AmeriLife’s robust financial and insurance solutions targeted to the senior market.

AmeriLife develops annuity, life and health insurance products with its insurance carrier partners with distribution through its multi-channel network comprised of 1,100 captive career agents and a nationwide network of over 120,000 independent agents. Under the new agreement, AmeriLife will offer Everest’s funeral planning and concierge offering in tandem with AmeriLife’s suite of insurance and financial products and services. This combined offering will provide seniors with a comprehensive solution to address all aspects arising from end-of-life issues. The Everest partnership enhances AmeriLife’s agent’s portfolio of senior market solutions, which address everything from insurance and financial needs to end-of-life resources and planning tools.

“This is a natural partnership for our organizations, building on our common commitment to address the needs of today’s seniors,” commented Mark Duffey, Everest CEO and President. “Seniors facing the unexpected and expensive need to plan a funeral will now have an advocate on their side. Armed with vital information, consumers can make the most informed, cost-effective funeral planning decisions. Our partnership is absolutely about providing complete peace of mind — not only for the individual, but for the individual’s entire family.” Duffey said.

Everest’s services provide consumers a unique and flexible alternative to the often expensive and rigid funeral options currently available. The company provides advance funeral

planning services and can effectively advocate for the consumer because they do not sell funeral goods and services, receive commissions from or have direct ties to any funeral provider.

With access to well-informed advisors available around the clock, extensive planning tools and the company's proprietary PriceFinder pricing database, consumers have a high level of control, allowing them to select the precise services they desire at the price-point of their choosing.

"We see Everest as an incredibly valuable and unique partner that enhances our comprehensive suite of products and services in the senior market. By combining our resources, Everest and AmeriLife will empower seniors to take complete control of their financial house," said Tim North, President and CEO, AmeriLife Group, L.L.C. "The financial and logistical issues families face when confronted with end-of-life decisions are never easy but with this new partnership, our clients will have all the best resources and tools available to ease difficult life transitions," concluded North.

**About AmeriLife**

AmeriLife Group, L.L.C. is the largest annuity, life and health insurance marketing organization focused on the U.S. senior market. AmeriLife develops annuity, life and health insurance products with its insurance carrier partners and markets these products through its multi-channel distribution network, which includes a captive career distribution system and over 120,000 independent agents.

**About Everest**

Everest, the first nationwide funeral planning and concierge service, offers services across the United States and Canada. The company is dedicated to providing the critical information and services families need to make the most informed decisions about funeral-related issues. Everest services are available direct to the consumer, as an employee benefit, and in tandem with certain life insurance policies. Everest is not a funeral home, does not sell funeral goods or services, and does not receive commissions from funeral homes or other service providers in the funeral industry. More information can be found at [www.everestfuneral.com](http://www.everestfuneral.com) or by calling 1-800-913-8318.

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