

NEWS RELEASE

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Colonial Life & Accident Insurance Company is a market leader in providing insurance benefits for employees and their families through their workplace, along with individual benefits education, advanced yet simple-to-use enrollment technology and quality personal service.

Colonial Life offers disability, life and supplemental accident and health insurance policies in 49 states and the District of Columbia. Similar policies, if approved, are underwritten in New York by a Colonial Life affiliate, The Paul Revere Life Insurance Company. Colonial Life is based in Columbia, S.C., and is a subsidiary of Unum Group.

For more information about Colonial Life's products and services or opportunities with the company, call (803) 798-7000 or visit www.coloniallife.com.

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Customers Give Colonial Life Service High Marks

COLUMBIA, S.C. (Oct. 8, 2008) — The latest survey results from LIMRA show Colonial Life & Accident Insurance Company's plan administrators, claimants and policyholders are pleased with the service they receive — and the numbers are increasing.

LIMRA surveys 500 plan administrators twice a year and hundreds of policyholders four times a year after they file a claim or call the company. Questions range from how fast the company answers the phone to how easy it is to change invoices. Results from the most recent survey compared with the previous survey include:

Plan administrators

- 100 percent say it's *easy* or *very easy* to submit billing invoice changes, and most of those — 86 percent — say it's *very easy*. Not one person surveyed said it was not easy at all.
- Those who say they're *satisfied* with Colonial Life remained constant at 87 percent. Again, a strong majority — 69 percent — say they're *very satisfied*.
- Loyalty ratings increased: those *likely* or *very likely* to continue to offer Colonial Life's products increased from 82 percent to 88 percent.
- Use of Colonial Life's E-Bill, E-Bill Notification and Ez Administration services increased 3 percent.

Claimants

- An outstanding 94 percent are *satisfied* or *very satisfied* with their claims experience. Those who are *very satisfied* increased one percentage point to 73 percent, the highest rating in almost two years.
- Those who are *likely* or *very likely* to recommend Colonial Life to others increased to 94 percent. The rating for those who say they're *very likely* was the highest ever recorded for this measure.
- The percentage of customers who say they'll continue their Colonial Life coverage stayed in the mid-90 percent range for the sixth straight quarter.

MORE...

Customer Service

- Overall satisfaction is at its highest level in a year. The greatest increase came from those who say they're *very satisfied*.
- Those who would recommend Colonial Life to others increased by two percentage points to a very notable 90 percent. Those who are *very likely* to recommend Colonial Life increased even more, by three percentage points.
- Those who plan to continue their coverage increased by five percentage points to 93 percent, a very strong result. Those *very likely* to continue increased by 11 percentage points.

“These very positive survey results are a strong sign we’re succeeding in our goal of making benefits count for both employers and workers,” said Annaclair Kiger, Colonial Life’s senior vice president of customer service and information technology. “We plan to continue gathering this kind of feedback from our customers to ensure we meet and exceed their expectations for great customer service.”

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