

Corporate Fact Sheet

Founded in 2006, LifeSecure Insurance Company* is dedicated to bringing to market solutions that protect families and their assets. Our guiding business philosophy is focused on delivering “easi”: expertise, accessibility, simplicity and innovation – both to our business partners and to consumers.

A.M. Best Rating

Currently, A.M. Best has not rated LifeSecure separately from its parent company, because A.M. Best requires additional years in operation to evaluate a company’s performance. Our parent company is rated A- (excellent) by A.M. Best.

Products

Tax-qualified individual and multi-life **Long Term Care Insurance** plans; Partnership-certified in twenty-four states (as of 3/15/2012).

A **Hospital Recovery Insurance** plan designed to assist policyholders in recovery stages following a hospital stay.

A **Personal Accident Insurance** plan designed to help policyholders pay for unexpected needs resulting from an accidental injury.

Executive Team

Kevin Stutler, Interim President & CEO

Steve Kellar, FSA, MAAA, Vice President & CFO

Brian Vestergaard, MBA, Vice President, Product & Marketing

Sara Hogan, SPHR, FAHM, Corporate Secretary

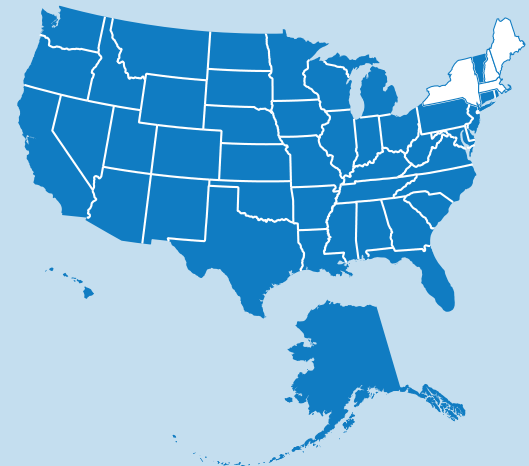
Corporate Headquarters

LifeSecure Insurance Company
10559 Citation Drive, Suite 300
Brighton, MI 48116
Phone: 866.582.7702

www.YourLifeSecure.com



* LifeSecure is a wholly-owned subsidiary of Blue Cross Blue Shield of Michigan.



LifeSecure is currently licensed in 47 states, and will pursue licensing in other states in the future. Product availability varies by state.

Financial Strength (data as of 12/31/12)

LifeSecure (\$000)

Total Assets	\$ 502,338
Capital & Surplus	\$ 59,425
Total In-force Premium	\$ 29,933
Total Policyholders	28,400

Parent Company (\$000)

Total Assets	\$ 12,851,300
Capital & Surplus	\$ 3,470,300
Revenue from Operations	\$ 20,971,900
Total Plan Members	5,047,956

Notes: All dollar values are in thousands. All values above are shown on GAAP basis as of 12/31/12. LifeSecure policyholders include those administered through administrative service agreements.