

For Immediate Release

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Assurant Employee Benefits executive to address insurance producers during Twin Cities DI Day

KANSAS CITY, Mo., (October 22, 2009) – Miles Yakre, senior vice president and chief financial officer at Assurant Employee Benefits, will be a featured presenter during the eighth annual Twin Cities DI Day today in Bloomington, Minn. Assurant Employee Benefits is a gold sponsor of the event, which will highlight the need for income protection. More than 300 insurance producers are expected to attend.

Yakre's presentation will focus on the current economy and its impact on insurance companies. While the economy has had a significant effect on the insurance industry, plenty of opportunity remains in the disability insurance market, which is highly under penetrated and highly misunderstood by both businesses and consumers. More than 100 million U.S. workers have no private disability income insurance.¹ In addition, employers often mistakenly believe that they can't obtain disability insurance because of the industry they're in, that the coverage is too expensive or that their employees don't need income protection. And employees frequently believe that disability is something that won't happen to them.

Building awareness, perspective and education about income protection is key to helping employers and employees better understand the need for disability insurance, its availability and its affordability.

¹*Council for Disability Awareness, LTD Claims Review, 2005.*

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