

For Immediate Release

Media Contact:
Jacquie Hill
Public Relations Specialist
Assurant Employee Benefits
2323 Grand Blvd.
Kansas City, MO 64108
Ph: 816.881.8968
jacquie.hill@assurant.com



Assurant Employee Benefits launches “Delivering on our Promises” campaign featuring employees

Kansas City, Mo. (June 12, 2009) – Several Assurant Employee Benefits employees are being featured in the organization’s new advertising and marketing campaign to promote how the company delivers on its promises. The current campaign, launched in May, uses photo images of employees in print advertisements, e-blasts and direct mail that highlight the characteristics people seek in a benefits provider.

“The goal of our overall advertising and marketing efforts is to demonstrate how we at Assurant Employee Benefits deliver on our promises to our customers and our employees certainly personify that,” said Joe Sevcik, senior vice president of marketing at Assurant Employee Benefits. “What our employees do for our customers on a day-to-day basis and how they do it is a reflection on Assurant Employee Benefits as an organization. We’re proud to showcase some of the individuals we rely on to serve our customers and help make our business successful.”

While current marketing tactics are focused on the flexibility and affordability of the employee-paid benefits offered by Assurant Employee Benefits, additional employees will be featured in campaigns promoting a variety of products over the next two years. To hear employees share in their own words how they deliver on Assurant Employee Benefits’ promises, visit <http://www.youtube.com/watch?v=ga60R4wuuXo> and <http://www.youtube.com/watch?v=6ZwpdLqcc-8>.

###

Follow Assurant Employee Benefits news on Twitter @aebnews and by subscribing to our RSS feed in our media room at www.assurantemployeebenefits.com

About Assurant Employee Benefits

Assurant Employee Benefits specializes in quality employee benefits and services, including long-term and short-term disability, life and accidental death and dismemberment insurance, dental coverage, and disability reinsurance management services. Assurant Employee Benefits also

offers voluntary (employee-paid) disability, life and dental plans. Products and services marketed by Assurant Employee Benefits are underwritten or provided by Union Security Insurance Company or an affiliated prepaid dental company. In New York, insurance products and prepaid dental products are marketed by Assurant Employee Benefits and underwritten or provided by Union Security Life Insurance Company of New York, which is licensed in New York and has its principal place of business in Syracuse, New York. Plans contain limitations, exclusions and restrictions.