

NEWS RELEASE



INSURANCE MARKETPLACE
STANDARDS ASSOCIATION

*Committed to honesty,
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TEN COMPANIES RENEW QUALIFICATION IN IMSA, ETHICAL STANDARDS ORGANIZATION

Bethesda, MD (January 18, 2008) – Ten prominent companies have qualified to renew their membership in the Insurance Marketplace Standards Association (IMSA), the premier standards-setting organization for the life insurance marketplace.

IMSA President & CEO Brian Atchinson commended the following companies for completing the rigorous, independent review of their marketing, sales and compliance practices required every three years to qualify for renewed IMSA membership:

- American Family Life Insurance Company, Madison, WI;
- EquiTrust Life Insurance Company, West Des Moines, IA;
- ING Life Companies, including:
 - ReliaStar Life Insurance Company, Minneapolis, MN;
 - ReliaStar Life Insurance Company of New York, Woodbury, NY;
 - Security Life of Denver Insurance Company, Denver, CO;
- Pacific Life Insurance Company, Newport Beach, CA;
- Pacific Life and Annuity Company, Newport Beach, CA;
- State Farm Life and Accident Assurance Company, Bloomington, IL;
- State Farm Life Insurance Company, Bloomington, IL; and
- West Coast Life Insurance Company, Omaha, NE.

“These companies have demonstrated dedication to quality business practices,” said Atchinson. “We congratulate them for their continuing commitment to high standards of compliance that safeguard the consumer.”

IMSA is the premier standards-setting organization for the life insurance, annuity and long-term care insurance marketplace for individually sold products. Qualified companies commit to maintaining high ethical standards and to being fair, honest, and open in the way they advertise, sell and service their products. For more information and a list of IMSA-qualified companies, visit www.IMSAethics.org.

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