



PRESS RELEASE

FOR IMMEDIATE RELEASE

Forethought offers new Funeral Funding SolutionsSM portfolio

INDIANAPOLIS, IN. – October 23, 2009 – In support of its long-term commitment to its network of funeral planners, Forethought Life Insurance Company (“Forethought”) is pleased to announce the launch of its Funeral Funding SolutionsSM portfolio. This portfolio provides the industry’s most comprehensive products and services to help consumers fund end-of-life expenses.

Business owners and agents can now choose the Forethought product that best suits their customers’ ever changing needs. The Funeral Funding Solutions portfolio includes products that support guaranteed funerals, price estimate only funerals and true final expense offerings. In addition, the portfolio supports at-need insurance assignment processing with Forethought Capital Funding, and funeral and cemetery trust related services through Forethought Federal Savings Bank.

“This is great news for funeral home owners and great news for agents who sell Forethought products,” said Mark Guzniczak, Senior VP Pread Sales. “As an industry leader, we have a responsibility to offer a portfolio of products that accommodate the needs of consumers, and also give owners and agents the resources they need to best help their clients.”

The uncertain economy has made it imperative that funeral homes find new approaches and ways for their clients to pay for funerals. Forethought’s Funeral Funding Solutions portfolio gives funeral homes and other entities a strong competitive advantage in today’s marketplace.

“End-of-life planning is an essential aspect of the continuum of care for our nation’s aging population, and fits perfectly with our company’s core mission to create real financial solutions for seniors. We are committed to delivering innovative products and services that support planners and customers in this marketplace. In keeping with that commitment, the Funeral Funding Solutions portfolio provides choices in a changing economic environment,” said John A. Graf, President and Chief Executive Officer of Forethought Financial Group, Inc.

Forethought Financial Group, Inc., through its subsidiaries, provides innovative insurance and financial solutions for families managing retirement and end-of-life needs. Headquartered in Indianapolis, Indiana, our companies provide life insurance, trust programs and annuities.

Forethought’s insurance subsidiary, Forethought Life Insurance Company, has been consistently recognized by A.M. Best for financial strength. Forethought Life Insurance Company is licensed to sell in 49 states, the District of Columbia and Puerto Rico. Forethought also provides trust services in 28 states and the District of Columbia.

Forethought, through its life insurance subsidiary, has assets owned and under management in excess of \$3.8 billion, approximately \$967 million in annual revenue, more than \$5.4 billion of life insurance and annuity business in force, and has served more than 2 million policyholders since 1985.

For more information: Contact 1-800-331-8853.