



NEWS RELEASE

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“Your Shield for Life” becomes new theme for Knights of Columbus Insurance

(NEW HAVEN, CT) — The Knights of Columbus has adopted a new theme for its highly successful insurance program. The “Your Shield for Life” ads will debut in the February 2010 issue of *Columbia* magazine, the monthly publication sent to each of the nearly 1.8 million Knights around the world.

The new symbol – a shield – and the new theme reinforce the standing of Knights of Columbus Insurance as one of North America’s most financially secure life insurance providers.

Founded in 1882, the Knights of Columbus is a Catholic fraternal benefit society that provides its member families with life insurance, annuities and long-term care insurance for their financial protection. Knights of Columbus Insurance has a long history of financial strength and business integrity. It is one of only three U.S. insurance companies – and the only one in Canada – to receive the top ratings from A.M. Best (A++ “Superior”) and Standard & Poor’s (AAA “Extremely Strong”) as well as certification for ethical business practices from the Insurance Marketplace Standards Association (IMSA)



The shield, reminiscent of those carried by medieval knights in sturdy armor, symbolizes the organization’s continued dedication to safeguarding the financial future of its members. With its classic, battle-tested look, the shield embodies the tradition of strength, security and stability that K of C Insurance has offered for more than 125 years.

“The knight’s shield has long been a symbol of strength and honor,” Supreme Knight Carl A. Anderson said. “And those are exactly the words that best describe the Knights of Columbus insurance program. Especially in difficult economic times, our exceptional strength and our long history of integrity and service to brother Knights and their families, remind everyone that we provide the best protection available.”

Alongside the Order’s fraternal emblem, the new shield icon will become a mainstay of Knights of Columbus Insurance advertising and marketing. Knights of Columbus insurance is offered by a North American network of more than 1,400 professional full-time agents dedicated to member service.

The Knights of Columbus has nearly \$75 billion of insurance in force and more than \$14 billion in assets.

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