



For Immediate Release

North American Company Celebrates 125 Years of Helping People Protect Their Financial Futures

May 17, 2011- Chicago, IL – In May of 1886, North American Company for Life and Health Insurance was founded in Chicago as North American Accident Association. North American is a privately held company that has become a leader in both the life insurance and annuity marketplace.

“Our 125th anniversary is a milestone achievement. It’s a testament to our stability, financial strength, and perseverance in both good and bad times throughout history,” said President and Chief Operating Officer, Steve Palmitier. “It’s an honor and a responsibility to have helped so many people protect their financial futures. This is a celebration for our policyholders, distribution partners, and employee-owners.”¹

North American was incorporated on May 13, 1886, as a mutual assessment company under the name North American Accident Association and commenced business on June 15, 1886. In 1889, it was reincorporated as a stock company under the name of North American Accident Insurance.

In 1890, Alfred E. Forrest, a young, enterprising Canadian, took leadership of the company, steering North American through two prosperous decades. North American continued its steady growth and in 1945, with the acquisition of Eureka-Maryland Corporation, expanded its line of business into life insurance. In 1958, C.I.T. Finance Corporation became the sole owner of North American through the purchase of all its outstanding shares and subsequently renamed it North American Company for Life, Accident and Health Insurance. In 1967, the name was changed one last time to North American Company for Life and Health Insurance.

In 1996, Sammons Enterprises, Inc., which ranks 138 on Forbes’ 2010 List of Largest Private Companies,² acquired North American through the purchase of NACOLAH Holding Corporation and its subsidiaries, which included North American. Currently, North American is directly owned by Sammons Financial Group, Inc.,⁶ an insurance holding company, which is indirectly owned by Sammons Enterprises, Inc.

Through product innovation, responsible leadership, strong customer service, and financial strength, North American has built a blueprint for success. These principles

have guided the company on its trajectory of growth and today North American currently holds over \$10.3 billion in assets and has more than \$102.5 billion of life insurance protection in force.³

North American retains high ratings from the major rating agencies: A+ (Superior) from A.M. Best⁴ and an A+ (Strong) rating from Standard and Poor's.⁵

“There’s a bright future ahead for us,” said Esfand Dinshaw, Chief Executive Officer of Sammons Financial Group, Inc. “We have strong momentum and we can look forward to more milestones and even greater years by adhering to our core values, sticking to the fundamentals, and doing what’s right for our policyholders.”

North American products are offered through contracted representatives. Visit North American online at www.nacolah.com for more information.

Since 1886, North American has established a tradition of providing quality insurance products to consumers throughout the U.S. It offers a comprehensive portfolio of universal life plans, term products, and annuity products. North American’s mission is to be the leader in providing protection-oriented life insurance products and services that offer superior value to consumers.

¹ “Employees” of the member companies of Sammons Financial Group and Sammons Enterprises do not include independent insurance producers or managing general agents appointed with or affiliated with North American Company for Life and Health Insurance.

² The list included 223 closely held corporations that had sales of more than \$2 billion.

³ As of 3/31/2011.

⁴ A.M. Best is a large third party independent reporting and rating company that rates an insurance company on the basis of the company's financial strength, operating performance, and ability to meet its obligations to policyholders. A+ is the second highest rating out of 15 categories and was affirmed for North American Company for Life and Health Insurance as part of Sammons Financial Group on June 18, 2010. For the latest rating, access www.ambest.com.

⁵ Standard and Poor's awarded its "A+" (Strong) rating for insurer financial strength on February 26, 2009 and affirmed on April 6, 2011 to North American Company for Life and Health Insurance as part of Sammons Financial Group. The "A+" (Strong) rating, which is the fifth highest out of 22 available ratings, reflects the financial strength of North American Company for Life and Health Insurance, a member of Sammons Financial Group.

⁶ Sammons Financial Group is comprised of North American Company for Life and Health Insurance, Sammons Securities Company LLC, and Midland National Life Insurance Company, including its divisions Sammons Annuity Group and Sammons Corporate Markets Group.

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