

PRESS RELEASE

Contact

Kay Spalding
Marketing Director
333 Westchester Avenue
White Plains, NY 10604
P: 914 367 5826
F: 914 367 2826
kspalding@amalgamatedlife.co
www.amalgamatedlife.com

Amalgamated Life Qualifies as a Member of the Insurance Marketplace Standards Association – Demonstrates Adherence to IMSA’s Principles and Code of Ethical Conduct

White Plains, NY...January 11, 2011

Amalgamated Life Insurance Company, a leading provider of life and health insurance, has gained membership into the Insurance Marketplace Standards Association (IMSA), an organization created by the insurance industry to promote high standards of ethical conduct in the way insurance companies conduct business with consumers. To become an IMSA-qualified company, Amalgamated underwent a rigorous assessment by an independent, third-party assessor of its marketing, sales and distribution practices. Following the assessment Amalgamated was awarded membership.

According to Amalgamated Life President and Chief Executive Officer David Walsh, “Each time, we gain an industry designation that attests to our commitment to high quality customer service and ethical business practices, it is a proud moment for our organization. In the highly competitive insurance arena, distinctions such as IMSA membership and A.M. Best Company’s “A” (Excellent) Rating, help differentiate Amalgamated Life and separate us from a crowded field.”

In announcing Amalgamated Life’s IMSA membership, IMSA Senior Vice President, General Counsel and Secretary Donald J. Walters noted, “By demonstrating your commitment to ethical marketplace practices, Amalgamated Life Insurance Company has taken a large step toward enhancing consumer trust and confidence in the life insurance industry.”

There are six IMSA Principles of Ethical Market Conduct which IMSA members must uphold. They include: conducting business according to high standards of honesty and fairness; providing competent and customer-focused sales and service; engaging in active and fair competition; providing advertising and sales materials that are clear as to purpose and honest and fair as to content; providing fair and expeditious handling of customer complaints and disputes; and maintaining a system of supervision and monitoring that reasonably demonstrates the company’s commitment to and compliance with IMSA’s Principles and Code of Ethical Market Conduct.



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More about Amalgamated Life

Amalgamated Life is an affiliate to other companies that provide synergistic products and services. They include a property and casualty brokerage, a third party administrator, a medical management firm, a computer outsourcing company and a printing and graphics company. Amalgamated Life and its affiliates generate over \$800 million in annual premium, premium equivalencies and fee for services. Founded in 1943, Amalgamated Life has a long history of serving diverse businesses, unions, and health and welfare funds. In 2010, the company earned its 35th consecutive “A” (Excellent) Rating from A.M. Best Company.

For more information, contact Kay Spalding, marketing director, at 914-367-5826; email kspalding@amalgamatedlife.com or visit: www.amalgamatedlife.com.

1-11-11