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**ACTRESS MARILU HENNER SHARES PERSONAL STORY IN SUPPORT OF
LIFE INSURANCE AWARENESS MONTH**

*Henner Speaks Out to Help Educate Americans about the Importance
Of Life Insurance*

August 24, 2005 – Having played countless roles in movies and on television, actress and author Marilu Henner is now sharing a personal off-screen experience to help educate Americans about the critical role life insurance can play in securing a family's financial future. Henner, who starred in the hit television shows *Taxi* and *Evening Shade* and is a New York Times best-selling author, will serve as spokesperson for September's second annual Life Insurance Awareness Month campaign, being coordinated by the non-profit Life and Health Insurance Foundation for Education (LIFE).

Having lost her father to a heart attack when she was 17 years old, Henner knows firsthand about the importance of life insurance. Her father was the sole breadwinner in the family and when he died, he left behind a wife, six children and considerable debts. Proceeds from his life insurance policy were used to cover final expenses, pay off debts and help keep the family in their home. Though her mother had to go to work full-time following her father's death, Henner credits her father's life insurance with keeping her family in a stable financial situation.

"It is hard to imagine how much more difficult life would have been for my mom and my brothers and sisters had my dad not had life insurance," said Henner. "My dad was the picture of health before his heart attack at age 52, which goes to show that you never know what life has in store for you. I hope my story will help encourage those who are underinsured to take steps to make sure their families are financially protected."

Life Insurance Awareness Month is an industry-wide educational campaign that was created to address growing concerns about the large number of Americans who lack adequate life insurance protection. LIFE estimates that more than 60 million adult Americans are inadequately insured. Forty percent of adult Americans have no life insurance coverage whatsoever and most with coverage have far less than most experts recommend.

“While the vast majority of Americans realize that they need life insurance, far too many people procrastinate and never get around to obtaining the coverage they need,” said David F. Woods, CLU, ChFC, president of LIFE. “Marilu’s story is a perfect example of the role life insurance can play in protecting a family from financial hardship, and how important it is to take action before it’s too late. We are excited to have her anchoring our public education efforts this year.”

In addition to enlisting Henner to help spread the word about the importance of life insurance, LIFE’s September plans include a \$2.5 million print and radio advertising campaign. LIFE’s media buy includes sponsorship of multi-page special sections in *Newsweek*, *TIME*, *Parents*, *Child* and *Ser Padres* magazines. A major component of LIFE’s radio campaign is a sponsorship of ESPN Radio’s coverage of the Major League Baseball pennant chase. LIFE commercials will air during games, and announcers will do “live reads” in between innings reminding Americans that September is Life Insurance Awareness Month and urging them to get a life insurance check-up.

LIFE’s September plans also include aggressive outreach to print, broadcast and online media, radio Public Service Announcements, special features on its Web site, grassroots events in select major markets, and the announcement of the winners of its “LIFE Lessons” Essay Contest, a college scholarship program in which college students submitted essays describing the emotional and financial impact of losing a parent at a young age.

More than 100 insurance companies and industry trade groups have pledged their support for and involvement in this year’s Life Insurance Awareness Month campaign. They include industry leaders such as State Farm, New York Life, AEGON, AXA Financial, Mass Mutual, Penn Mutual, John Hancock, Prudential, Principal Financial Group, Guardian, Southern Farm Bureau, COUNTRY Financial, Farm Bureau Financial Services, Mutual of Omaha, Allstate, Nationwide Financial, The Hartford, and Genworth Financial.

Many of the nation’s leading elected officials have contributed to the campaign as well by endorsing the industry’s awareness-building effort. On July 25, 2005, the U.S. House of Representatives passed House Concurrent Resolution 181 recognizing September as Life Insurance Awareness Month. On July 28, 2005, the U.S. Senate followed suit when it passed Senate Resolution 223. Additionally, a majority of the nation’s governors are expected to sign similar proclamations before the campaign concludes. Already, governors from 18 states and the District of Columbia have signed Life Insurance Awareness Month proclamations including Arizona, Connecticut, Delaware, Georgia, Indiana, Louisiana, Michigan, Mississippi, Missouri,

Nebraska, North Dakota, Ohio, South Carolina, South Dakota, Tennessee, Virginia, Washington and Wisconsin.

About LIFE

The Life and Health Insurance Foundation for Education (LIFE) was founded in 1994 in response to the public's growing need for information and education on life, health, disability and long-term care insurance. LIFE also seeks to remind people of the important role insurance professionals perform in helping families and businesses safeguard their financial futures. To learn more about these topics, please visit www.life-line.org.

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