

National Mutual Benefit and Western Fraternal Life Association Announce New Name for Consolidated Organization

Madison, WI and Cedar Rapids, IA: On January 1, 2021, National Mutual Benefit (NMB) and Western Fraternal Life Association (WFLA) will officially consolidate as equals to create a new company named BetterLife.*



BetterLife will bring the best of both National Mutual Benefit and Western Fraternal Life together to create an organization that will be bigger, stronger and even more financially secure. The new organization will have 120+ years of experience protecting families and loved ones with life insurance and annuity solutions. BetterLife will continue to serve its members' communities through volunteer efforts and member-led initiatives.

"I am excited about our company's new name, BetterLife, because it explains who we are and what we do. We help our members live a better life through the protection of our life insurance and annuity products. We also offer free member benefits and the opportunity to connect to a caring network of members that love to have fun and give back to their communities. We really do help people live better lives," said Craig Van Dyke, President and CEO of WFLA.

BetterLife will have more than 64,000 members across the Midwestern, Western, and Southern regions of the United States and approximately \$2 billion of life insurance and annuities in force. It will be licensed to sell life insurance in 20 states. The consolidation allows BetterLife to offer more life insurance and annuity options, build a larger force of agents to serve members, and expand the company's member network, programs, and benefits. The new company will be headquartered in Madison, Wisconsin and will remain member-owned.

Dan Shinnick, President & CEO of NMB, explains, "BetterLife is a different kind of life insurance company because our members come first in everything we do and we help support our members' communities through our robust network of member-led volunteer efforts and activities. As a combined organization, we are excited about our bright future and the increased impact we will have in our members' lives."

Together, Dan Shinnick and Craig Van Dyke will lead BetterLife. NMB's current President and CEO, Dan Shinnick, will serve as CEO of BetterLife. WFLA's current President and CEO, Craig Van Dyke, will be President of BetterLife.

For additional information, visit www.nmbwflmerger.com/betterlife.

About National Mutual Benefit: Established in 1902, National Mutual Benefit is a not-for-profit life insurance society headquartered in Madison, Wisconsin. NMB has a proud history of helping others and giving back to communities where our members live. We provide individuals and families with financial security through modern, competitive life insurance programs and annuities. Learn more at www.nmblife.org.

About Western Fraternal Life Association: Western Fraternal Life Association is a not-for-profit financial services organization located in Cedar Rapids, Iowa. Since 1897, WFLA has been committed to being more than a financial services organization. We are a fraternal benefit society that gives back to the communities where members live and work. Learn more at www.wflains.org.

*Pending official approval from the State of Wisconsin and other states we will be licensed in.

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If you would like more information about the consolidation you can contact:

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