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Press Release

Disability Insurance Services Announces Corporate Rebranding

San Diego, Cal., April 29, 2010: Disability Insurance Services (DIS) is pleased to introduce a newly refreshed brand identity. Features of the rebranding include new logo colors and design, a new tagline and the re-launch of the company's Web site. DIS' new corporate identity better reflects its evolving position within the disability insurance marketplace.

"Our bold red color palette communicates confidence and leadership, while our tangerine dot symbolizes the never-ending advantages of stepping into DIS' inner circle," says Dan Steenerson, president of Disability Insurance Services. "We feel the new look more clearly reflects DIS' unparalleled innovation, expertise and market leadership."

The Web site redesign incorporates the new brand identity along with improved navigation and content. In addition to the attention-grabbing home page, the rebranded Web site offers valuable sales training and marketing tools, downloadable articles and more. The site also includes a sign-up feature for DIS' Weekly Sales Tips, a Broker Opportunity Kit and Wednesday Webinars, which are free weekly training sessions designed to keep disability insurance agents on the cutting edge of the DI market. DIS' goal is to help insurance agents sell more disability insurance by simplifying the process and providing sales tools, tips and technology. Visitors can access the site at www.diservices.com.

Michael Patrick Partners, a nationally recognized design and brand development firm with offices in Palo Alto, Calif., and Portland, Ore., assisted DIS with identity development. Steenerson says, "The team at Michael Patrick was professional and responsive. I appreciated their guidance throughout this process."

About Disability Insurance Services, Inc.

Founded in 1997, Disability Insurance Services markets a suite of disability insurance products through a nationwide network of brokers and affiliates. These products protect Americans' paychecks by providing income

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when an insured is disabled due to illness or injury. The company, headquartered in San Diego, Calif., is known for its expertise, end-to-end broker support and innovative practices. For more information, visit www.diservices.com or call 800-898-9641.

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