

Atlanta Life Insurance Company and Altium Group Announce Partnership

Atlanta, GA - Monday, July 13, 2015 Atlanta Life Insurance Company (ALIC), a subsidiary of Atlanta Life Financial Group, Incorporated (ALFG), is pleased to announce its partnership with Altium Group, LLC, a New York-based specialty insurance firm. The partnership's initial product offering is an innovative, industry-first, insurance coverage that protects the beneficiary from the suicide exclusion clause written into all standard life insurance policies, where life contingent structured settlement or lottery award payments could be stopped due to the suicide death of the insured, within the 24 month contestable period.

"We are excited that we have the privilege to partner with such a distinguished organization like Atlanta Life Insurance Company," said William Coluccio, President, Altium Group, LLC. "The partnership allows us to offer consumers a specialized insurance product that eliminates the risk of potential nonpayment of a death benefit claim by an insurance carrier due to the suicide death of the insured within the contestable period."



William Coluccio
President, Altium Group, LLC

Marketed as Contestable Period Coverage, or CPC, the insurance is purchased separately as a companion product to any primary life insurance policy, and requires no underwriting. The Atlanta Life Insurance Company CPC product will provide payment to the beneficiary in the event a life insurance claim is denied by an insurance carrier, on an in-force policy, due to the suicide exclusion clause written into every insurance policy.



Geoffrey C. Nnadi
President & CEO
Atlanta Life Financial Group, Inc.

"We are delighted to have partnered with Altium Group," said Geoffrey C. Nnadi, President and Chief Executive Officer, Atlanta Life Financial Group. "The ALIC/Altium Group CPC is unique, increased protection for consumers that does not currently exist in the marketplace. This is another solid step in our journey to becoming an innovative leader in the financial services industry. Our efforts continue as we've already begun to explore avenues to expand the product offering."

About Altium Group, LLC

Altium Group, LLC is an Insurance General Agency founded by William D. Coluccio in 2003. The company markets and distributes multiple lines of life insurance and annuity products, including its proprietary, specialized insurance products focused on protecting investors and corporations from unexpected risks, where third party insurable interests exist. In addition, Altium Group originates high yield, low risk Alternative Investments designed to provide safe and predictable cash flow

streams to individual investors, family offices, and institutional investment firms. For more information, visit www.altiumgroup.com.

About Atlanta Life Insurance Company

Founded in 1905, Atlanta Life Insurance Company (ALIC) is the oldest member of Atlanta Life Financial Group's Family of Companies, whose capabilities include the reinsurance of group life insurance, dental benefits and contestable period coverage. ALIC is a subsidiary of Atlanta Life Financial Group, Incorporated, a privately held company with a financial services platform that includes asset management, investment banking/brokerage and insurance. For more information visit www.atlantaliveins.com and www.atlantalive.com, respectively.

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