



SBLI USA Mutual Life Insurance Company Empowers Female Community

Third Annual Women's Financial Empowerment Seminar Held in New York.

New York (Vocus) November 5, 2007 -- SBLI USA Mutual Life Insurance Company is consistently working to help educate and inform women about the importance of financial planning and security. SBLI USA's Annual Women's Financial Empowerment Seminar is part of this effort. President and CEO Vikki Pryor hosted the third annual seminar on Thursday, October 25 at the Sheraton Hotel and Towers in New York, NY.

A leading financial services provider for low-to-moderate income families, the 68 year-old company has made a concerted effort to help advance the number of women taking control of their financial destinies. Women make up over 50% of the company's customer base, and have access to a variety of products designed to help protect them and their families, including simple issue term products, juvenile term products and children's riders. SBLI USA and its subsidiary, S.USA Life Insurance Company, Inc., will continue to reach out to women in support of their financial futures through seminars and community involvement.

In addition to encouraging this mission externally through events like the Women's Financial Empowerment Seminar, SBLI USA practices it internally as well. The company is currently 57% female, with women making up 48% of management, 33% of senior management, and 33% of officer roles. Such a breadth of diversity in both gender and culture lends to greater progress at each successive event of this kind.

The event featured a panel of three female financial experts, well versed in the arena of financial empowerment for women. Margaret O'Meara, President of O'Meara Financial Group, stressed the importance of having a diversified financial plan and taking advantage of every possibility when investing and planning for retirement. O'Meara's emphasis on planning was reinforced by Attorney Marianne Calabrese, an Associate at Windels Marx Lane and Mittendorf, who touched on the sensitive topic of women distributing their wealth and possessions after death. Calabrese noted the necessity of a will and the mistake that many women make in neglecting to write one early on. Maureen Douglas, Vice President at Apple Bank, provided the perfect cap to the panel in discussing the benefits of relationship banking. She focused on the advantages of being able to complete many of the financial transactions referenced by O'Meara and Calabrese with the consistency and support offered by a one-on-one relationship with your banker.

"These women have had a truly great impact in ensuring the financial success and empowerment of others," Pryor said of the panelists after the event. "It is my hope that, as women, we can all pool our knowledge to better educate and inform future generations of women." SBLI USA will continue its efforts to reach out to women, among other communities, regarding their financial futures. Additional information about SBLI USA can be found at www.sbliusa.com.

About SBLI USA/S.USA

SBLI USA markets a wide range of life insurance products to value-conscious consumers and diverse markets. The Company is dedicated to building lifelong relationships with customers and empowering them with the education and tools they need to take control of their financial destinies.

SBLI USA and its subsidiaries are licensed in 49 states, the District of Columbia, the U.S. Virgin Islands, and Puerto Rico. With more than \$16.7 billion of insurance in force, \$1.5 billion in assets, \$124 million in surplus capital, 200 associates and over 322,000 policyholders, the company is committed to offering affordable, flexible and easy-to-access products through a variety of integrated channels, including direct mail, telemarketing, a bilingual Web site, licensed agents, and new Customer Centers, as it expands nationally.

SBLI USA Mutual Life Insurance Company, Inc. is the parent company to SBLI USA Holdings, Inc., which owns subsidiary companies S.USA Life Insurance Company, Inc., and SBLI USA Diversified Services

Company, Inc.

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