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## **MIB Life Index Reports North American Life Insurance Activity Up Slightly in August**

*Application Volume Stable over Last 3 Months*

Braintree, MA. – (September 10, 2009) North American application activity for individually underwritten life insurance increased +0.9% in August versus same month last year, according to the [MIB Life Index](#)<sup>SM</sup>. Stable application volumes over the past three months suggest a flattening out for the industry in light of last December's and January's nearly -9% and -5% decline in volumes from the economic crisis. Year-to-date (YTD), North American activity is off -1.1% compared to the same eight months last year – a half point improvement of where the industry stood August 2008 / 2007 YTD (-1.6%).

U.S. application activity was stable in August (+0.1%) year-over-year, all ages combined. Double digit gains in the 60+ age group, up +12.5% lead all other age groups -- ages 0-44 off -3.1%, and ages 45-59 showed slight improvement, up +0.8% over same month last year. YTD, U.S. application activity is off -1.6%; July-to-August activity remained unchanged.

Canadian application activity jumped +6.3% in August year-over-year, all ages combined posting its largest gain in seven of the last eight months. Since February, application growth has been dominated by the 60+ and 45-59 age groups, up +16.8% and +13.1% in August, respectively. Ages 0-44 was up +1.7% as compared to the same month last year. YTD, Canadian activity is up +2.2%; July-to-August activity was off -1.0%.

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Monthly Percent Change vs. 2008			
	U.S.	Canada	Total
August 2009	+0.1%	+6.3%	+0.9%
July 2009	-0.9%	+6.2%	0.0%
YTD 2009	-1.6%	+2.2%	-1.1%

Monthly Percent Change vs. Previous Month			
	U.S.	Canada	Total
August 2009	-0.0%	-1.0%	-0.1%

#### **About the MIB Life Index**

The MIB Life Index is the life insurance industry's timeliest measure of application activity across the U.S. and Canada. Released to the media each month, the Index is based on the number of searches life member company underwriters perform on the MIB Checking Service database. Since the vast majority of individually underwritten life premium dollars in North America include an MIB search as a routine underwriting requirement, the MIB Life Index provides a reasonable means to estimate new business activity. For past releases and email subscription visit [www.mib.com/lifeindex](http://www.mib.com/lifeindex).

#### **About MIB Group, Inc.**

MIB Group, Inc. is the premier provider of Internet-based information and knowledge services to the risk management market in North America and is a leading facilitator of electronic insurance commerce. MIB Group, Inc. companies include MIB, Inc. and MIB Solutions, Inc. ([www.mib.com](http://www.mib.com)).

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