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MIB Life Index Reports North American Life Insurance Activity Up 1.2% in September *Q3 Results up 0.7%*

Braintree, MA. – (Oct. 5, 2009) North American application activity for individually underwritten life insurance increased +1.2% in September year-over-year, according to the [MIB Life Index](#)SM. A +1.8% increase in U.S. applications this month helped lift the percent change of the overall Index to its highest level for a September ever. Year-over-year, North American applications were up +0.7% in the third quarter (Q3) reflecting both September's U.S. upswing and strength in the Canadian market during July and August. Year-to-date (YTD) application activity is off -0.9% compared to the same nine months in 2008, posting its best level of the year. September showed an +8.9% gain in application volume over this past August.

Application activity in the U.S. was up +1.8% in September year-over-year, all ages combined. Growth was seen in the 45-59 and 60+ age groups up +2.7% and 13.8%, respectively while the 0-44 age group was off -1.2%. With the exception of this past February, this was the largest monthly increase the middle market (ages 45-59) has seen all year. U.S. Q3 results were up marginally +0.3% compared to Q3 2008 following two previous quarters of decline. YTD, U.S. application activity is off -1.2%.

Application activity in Canada was off -2.6% in September year-over-year, all ages combined. Growth was seen in the 45-59 and 60+ age groups up +2.0% and +4.9%, respectively while the 0-44 age group was off -5.8%. Canadian Q3 results were up +3.1% versus Q3 2008 reflecting a strong July and August. YTD application activity is up +1.7%.

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Monthly Percent Change vs. 2008			
	U.S.	Canada	Total
Sept. 2009	+1.8%	-2.6%	+1.2%
August 2009	+0.1%	+6.3%	+0.9%
Q3 - 2009	+0.3%	+3.1%	+0.7%
YTD 2009	-1.2%	+1.7%	-0.9%

Monthly Percent Change vs. Previous Month			
	U.S.	Canada	Total
August 2009	+10.0%	+1.9%	+8.9%

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.

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).

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