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## **MIB Life Index Reports U.S. Life Insurance Activity Up 2.4% in March**

Braintree, MA. – (April 10, 2010) U.S. application activity for individually underwritten life insurance increased +2.4% in March year-over-year all ages combined, according to the [MIB Life Index](#)<sup>SM</sup>. March's results heralded continued expansion for individual life insurance applications, a trend which started last July. Year-over-year growth in March is uncommon and has not been observed for six years. At the close of the first quarter, year-to-date activity is up +1.3% compared to the same period last year. March activity was off slightly -0.8% as compared to February 2010.

For March 2010, the U.S. MIB Life Index by age group showed: ages 0-44, off -1.6%; ages 45-59, up +4.6%; and ages 60+, up +15.5% year-over-year. The 45-59 age group broke away from past losses in June 2009 and has since shown 10 consecutive monthly, year-over-year increases. Growth in older age applications, 60+ has been seen since April 2007.

New Enhanced MIB Life Index analytics are available for free with registration only by visiting [www.mibsolutions.com/LI](http://www.mibsolutions.com/LI).

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U.S. Monthly Percent Change vs. 2009	
March 2010	+2.4%
February 2010	-0.2%
Q1 2010	+1.3%

U.S. Monthly Percent Change vs. Prior Month	
March 2010	-0.8%

U.S. Monthly Percent Change by Age (year-over-year)			
	Mar. '10	Feb. '10	Jan. '10
0 - 44	-1.6%	-3.5%	-2.5%
45- 59	+4.6%	+1.2%	+2.5%
60 +	+15.5%	+11.2%	+15.2%

**NOTE:** Effective January 2010, MIB will suspend publication of the Canadian Life Index. Increased volatility and ongoing market consolidation has created the need to re-examine the method of calculating the MIB Life Index for Canada.

### 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 an 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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