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MIB Life Index Reports U.S. Life Insurance Activity Down 1.4% in April

Braintree, MA. – (May 6, 2010) U.S. application activity for individually underwritten life insurance was off -1.4% in April year-over-year all ages combined, according to the [MIB Life Index](#)SM. After marked growth across seven of the last nine months, the Life Index appears to be vacillating between gains and losses in the first four months of 2010. April's application activity was off -8.0% from that of March -- consistent with seasonal norms. Year-to-date, individual application activity for the industry remains positive at +0.6%.

U.S. application activity by age group for April: ages 0-44, off -4.6%; ages 45-59, off modestly at -0.8%; and ages 60+ up +10.5% year-over-year.

Trend analytics for the MIB Life Index are available free with registration by visiting www.mibsolutions.com/LI.

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U.S. Monthly Percent Change vs. 2009	
April 2010	-1.4%
March 2010	+2.4%

U.S. Monthly Percent Change vs. Prior Month	
April 2010	-8.0%

U.S. Monthly Percent Change by Age (year-over-year)			
	Apr. '10	Mar. '10	Feb. '10
0 - 44	-4.6%	-1.6%	-3.5%
45- 59	-0.8%	+4.6%	+1.2%
60 +	+10.5%	+15.5%	+11.2%

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.

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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