

News Release: April 8, 2010

CATHOLIC KNIGHTS/CATHOLIC FAMILY SELECT BADER RUTTER FOR STRATEGIC BRAND DEVELOPMENT

MILWAUKEE — The newly merged Catholic Knights/Catholic Family Life Insurance has selected Bader Rutter & Associates as its agency of record for strategic brand development.

Catholic Knights and Catholic Family Life Insurance, one of the nation's largest and oldest Catholic fraternal benefit organizations, have merged as of April 1, 2010. The newly formed organization will require articulation of vision and a future brand identity that positions the organization for future growth. As the organization's unanimous choice, Bader Rutter will lead the organization through its internationally vetted brand asset management process, which includes discovery, strategic brand identity and positioning, and logo and creative platform development.

The merged organization will have a membership of 120,000, licensed operations in 28 states, total assets exceeding \$1.1 billion and approximately \$4.8 billion of life insurance in force. The organization intends to retain its community-focused fraternal culture, which it believes is a key differentiator from commercial insurers. A well-articulated brand identity will enable the new entity to fully embrace this key differentiation internally and best leverage this point of difference in the marketplace.

Bader Rutter & Associates is an integrated marketing services agency headquartered in Milwaukee, with additional offices in Chicago and Lincoln, Neb. www.bader-rutter.com.