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"Let's Talk for the Betterment of Our Communities"

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SBLI Exec. To Receive Award

New York, N.Y. - Kerry Y. Tucker, executive vice president, administration at SBLI USA Mutual Life Insurance Company, Inc. will receive the Business Award from the Metropolitan Trenton African American Chamber of Commerce (MTAACC) at a reception at the Trenton Marriott.

Established in 1997 by African-American business owners to promote economic diversity and wealth creation for African-American businesses, the MTAACC awards program recognizes leaders who have helped to advance its mission and assist MTAACC members in achieving success in

mainstream commerce. MTAACC is dedicated to empowering businesses owned by African-Americans through advocacy, education, and networking.

Kerry Y. Tucker is executive vice president, administration at SBLI USA, where she is the driving force behind all strategic decision making related to customer service initiatives. She oversees the company's largest facility - the New Jersey Operations Center, and has approximately 100 employees reporting to her. She is responsible for the company's largest asset - its 400,000 policyholders. In independ-

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ent surveys for the past several years, SBLI USA has achieved customer satisfaction ratings of over 95 percent.

"We are honoring Kerry Tucker for her professionalism and business achievements. Each year we highlight the successes of business leaders like Kerry, who play major roles in our communities, and inspire others to dedicate themselves to making a difference," said John Harmon, CEO of the MTAACC. "At the end of the day, it's not about you - but about what you can do to encourage and help others to achieve success. Kerry's background is testimony to that."

Ms. Tucker joined SBLI USA in 1999, where she has held various positions. During her tenure, she helped design and implement a Customer Relationship Management (CRM) program that transformed the company's philosophy by placing customer relationships at the core of marketing, sales, and service processes.

"Kerry's drive and commitment to capitalize on our Associates' strengths led to her in-

creased responsibilities," said Vikki L. Pryor, president and CEO of SBLI USA, who tapped Ms. Tucker to take on greater responsibilities when she was working in human resources and promoted her to her current position.

Said Ms. Tucker: "This award aligns my business achievements with my personal values, which include educating people to achieve financial security. Our company's mission of financial empowerment is rooted in a deep belief in human potential and this also matches my personal convictions." She continued: "I would like to be a role model for those who are pushed to work outside their comfort zone, as I was by my CEO. She empowered me to use my skills to retain our customer base. Initially, I was reluctant to take on the new role, but having someone see strengths in me that I did not recognize myself gave me the confidence to move forward and achieve greater results for our organization."

As part of Black History Month, the MTAACC continues to promote women and minorities in the competitive business

world. Ms. Tucker is one of nine leaders to be honored.

About SBLI USA

SBLI USA Mutual Life Insurance Company, Inc. is a financial services company that is committed to the value-conscious people who make America work. The company is dedicated to building lifelong relationships with customers and empowering them with the education and tools they need to take control of their financial destinies.

SBLI USA and its subsidiaries are licensed in 50 states, the District of Columbia and Puerto Rico. With more than \$1.3 billion in assets, \$123 million in surplus capital, 250 employees and over 400,000 customers, the company is committed to offering affordable, flexible and easy-to-access products through a variety of integrated channels, including direct mail, telemarketing, the Internet and licensed agents, as it expands nationally.

SBLI USA Mutual Life Insurance Company, Inc. is the parent company to SBLI USA Holdings, Inc., which owns subsidiary companies SUSA Life Insurance Company, Inc. and SBLI USA Diversified Services Company, Inc.

Additional information about SBLI USA products and services can be found at www.sbliusa.com <<http://www.sbliusa.com>>.