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SATURDAY, SEPTEMBER 26 - OCTOBER 1, 2004

SBLI USA Mutual Life Insurance Company, Inc. to Sponsor Blood Pressure Awareness Day

SBLI Mutual Life Insurance Company, Inc., a financial services company committed to the financial empowerment of all people, will host a Blood Pressure Awareness Day, at its new Customer Center in the Walden Galleria Mall, in Buffalo, Saturday, Sept. 25th, from 11 a.m., to 3 p.m.

Visitors to the Customer Center, which opened for business in March, will be able to receive blood pressure readings as well as height and weight checks from registered nurses in attendance. General information on heart-related illnesses as well as on nutrition, fitness and general health management will also be available.

"A new study finds that one-

third of American adults, or 65 million, have hypertension (high blood pressure)," said Michael Hrabovsky, Manager of SBLI USA's Buffalo Customer Center, citing a study by the Research Center for Stroke and Heart Disease of the Jacobs Neurological Institute. "High blood pressure is especially prevalent in Western New York. Obesity, poor nutrition and lack of exercise can lead to hypertension. This is an excellent opportunity to raise awareness among Western New Yorkers about the dangers associated with high blood pressure, which often goes undetected."

Since its opening, SBLI USA's Buffalo Customer Center has experienced tremendous interest through walk-in and phone inquiries, with the store handling over 5,000 service and sales re-

quests. Open seven days a week, the Center has interactive booths where visitors can research the best options by themselves, or ask any of the store's friendly licensed insurance agents for assistance. Customers may also call 1-877-SBLI-USA, or log on to SBLI USA at www.sbliusa.com for additional information.

In its effort to reach out to the local community, SBLI USA's Blood Pressure Awareness Day is similar to the Company's "Family Health Days" that have been held monthly for the past year at its first Customer Center, located in the Plaza del Sol Mall in Bayamon, Puerto Rico. The Puerto Rico Family Health Days have proved to be an effective means of serving the local community as well as educating people about insurance planning.