

NEWS RELEASE

For Immediate Release

ASSURANT PRENEED LAUNCHED CUSTOMIZABLE TRAINING PROGRAM FOR FUNERAL FIRMS

Flexible program adapts to each firm's philosophy and preneed professional's leaning style.

ATLANTA – August 23, 2005 – The Assurant Preneed Development Group has introduced Pinnacle, a new, personalized training program that meets the specific needs of funeral firms and preneed staff. This program allows the firm and staff to select and tailor training programs that parallel their firm's philosophies and staff learning styles.

“Because our Preneed Development Group specialists are in the field daily working one-on-one with funeral firms across the United States, we know firms' needs are different and that the cookie-cutter approach to training is ineffective,” said Terri Bannister, Assurant Preneed AVP, Preneed Development Group. “Whether it's training a new preneed employee with little or no experience, or coaching a tenured staff member, Pinnacle allows firms and staff to select the training programs that will be most effective and eliminates elements of the training that the staff has already developed a strong skill set in.”

Pinnacle provides customized options for honing skills, and is designed to accommodate preneed professionals' hectic schedules. The Preneed Development Group specialists can deliver the programs in a classroom setting, one-on-one, or over the telephone or Internet.

Training Modules

Pinnacle encompasses three modules that focus on enhancing staffs' production, industry knowledge and skill sets. Module 1, Basic Sales Skills, focuses on developing or enhancing appointment setting, lead generation, closing a sale, goal setting and time management skills.

Module 2, Prearrangement Conference Option, focuses on generating end-of-life planning discussions with families and provides three different programs that allow firms to select the best approach based on staffs' needs and skill levels, as well as firm philosophies. The programs range from a highly structured program to a consultative program where counselors utilize the tools their funeral firms provide and develop a personalized approach for establishing dialogue and building relationships with families.

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“Working in small groups of counselors enabled us to role play using the new consultative approach,” said Pinnacle participant, Carolyn Rosenfeld, Conway Cahill-Brodeur Funeral Home. “This also provided the opportunity to critique each other’s work. I found this teaching method to be very effective, and I have already experienced an increase in confidence in my sales presentations.”

Module 3, Professional Development, provides support for preneed staff on an ongoing basis including field training from Preneed Development Group specialists. Preneed professionals also have the opportunity to work one-on-one with a personal coach, learn new techniques by attending regional workshops and participate in new lead generation programs and web conferences enabling them to learn from industry experts, as well as their peers.

Five Star Support

The Assurant Preneed Development Group is only one component of the Five Star Service Team that is available to every Assurant Preneed customer. The Preneed Development Group, along with account executives, telephone account managers, account coordinators and customer service representatives, are devoted to building and enhancing firms’ preneed programs from top to bottom, including: hiring staff, strategic planning, field support, customer service and marketing support. This multidimensional team provides a full-service customer support approach that is unparalleled in the industry.

Assurant Preneed provides preneed insurance products that help individuals arrange and fund their funeral plans. The company's products are distributed through individual funeral directors, funeral service associations, marketing organizations and general insurance agencies in the United States and Canada. Assurant Preneed insurance products are underwritten by American Memorial Life Insurance Company (rated A by A.M. Best) and Fortis Benefits Insurance Company (rated A by A.M. Best).

Assurant Preneed is part of Assurant, a premier provider of specialized insurance products and related services in North America and selected other markets. Its five key businesses -- Assurant Employee Benefits; Assurant Health; Assurant Preneed; Assurant Solutions and Assurant Specialty Property -- have partnered with clients who are leaders in their industries and have built leadership positions in a number of specialty insurance market segments in the U.S. and selected international markets.

Assurant, which is traded on the New York Stock Exchange under the symbol AIZ, has approximately \$20 billion in assets and \$7 billion in revenue. www.assurant.com

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