



LYNDAHL
FUNERAL HOME
and Cremation Services

August 19, 2005

Bobby Jones
VP, Channel Management
Assurant Preneed
10 Glenlake Pkwy, #500
Atlanta, GA 30328

Dear Bobby:

We recently re-established our working relationship with Assurant Preneed in February 2005. After experiencing other industry resources, we realized the benefits of Assurant Preneed's program – from its exceptional presentation materials to its brand recognition in the marketplace – are superior.

The most important advantage of Assurant Preneed's program is its professionally produced presentation materials. They are the highest quality materials that I have seen in the industry. The Assurant Preneed presentations make us more confident and help us continue to achieve a high conversion rate.

Furthermore, the support Assurant Preneed provides through its Five Star Service Team is phenomenal. Our account executive, Estella Chandler, is always available when we need her. And if she doesn't have the answer to a question, she will research it and quickly provide the answer.

The Assurant Preneed customer service team is always ready to provide us with any information we need...even after hours. We have direct contact with the same people at the call center, which allows the representatives to establish a more personal relationship with our firm.

Finally, Assurant Preneed has established and maintained a positive image in the marketplace. You can compare products and companies head-to-head, but ultimately it is the company's image that matters. Assurant is a name that families know and are confident in when purchasing a preneed policy.

By providing excellent marketing materials, superior service and a name that families trust, Assurant Preneed has helped us grow our preneed program.

Sincerely,

Michael E. Kane
President