

Reliance Standard Life Insurance Company

Strength You Can Depend On

Few things are as important as preparing and protecting our loved ones from life's challenges, both planned and unplanned. That's why it's important to choose a strong, stable insurance carrier to stand behind your benefits programs. Fortunately, Reliance Standard Life Insurance Company offers strength you can depend on. For more than 100 years, we have helped millions protect their assets—and their futures—with quality insurance products and responsive service. And we continue to earn our clients' trust everyday by maintaining a strong balance sheet, diversified investment portfolio and sound ratings from independent agencies.

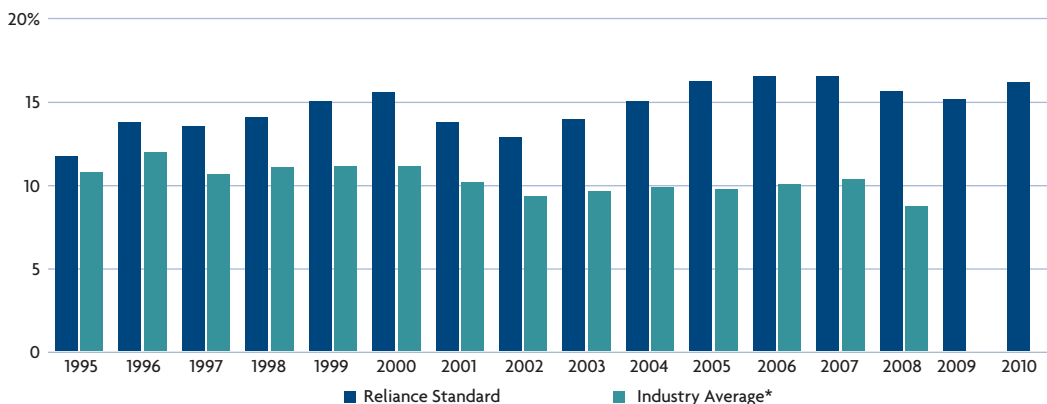
Strong Balance Sheet

An insurer's Capital Ratio is an important measure of its financial strength and stability. The Capital Ratio represents the amount by which a company's assets exceed their policy liabilities. In other words, it's the financial "cushion" that an insurer has against unexpected events. Over the last 15 years, our Capital Ratio has significantly exceeded the life insurance industry average as reported by the American Council of Life Insurers (ACLI). As a result, you can rely on the security of Reliance Standard's Capital Ratio and the financial strength and stability it represents. By taking a conservative approach to managing our assets, we've been able to maintain a strong balance sheet in all market conditions.

Exceeding the Industry Average

The graph below illustrates how Reliance Standard's Capital Ratio has historically compared to the industry average. The higher the ratio, the more financial "cushion" an insurer has against unexpected events.

Capital Ratio



* Source: ACLI

Company At A Glance

History

- Founded in 1907 as Central Standard Life Insurance Company
- Renamed Reliance Standard Life Insurance Company in 1965
- Became part of Delphi Financial Group, a leading integrated employee benefit services company, in 1987

NYSE Symbol: DFG

Diversified Business Lines

- Group insurance policies for employers, including disability, life, travel accident, dental/eye care and limited benefit medical insurance
- Group benefits management services, including claims administration, FMLA/leave management, return to work and integrated health and productivity management services
- Fixed annuities for individuals

RELIANCE STANDARD

Clear Leadership

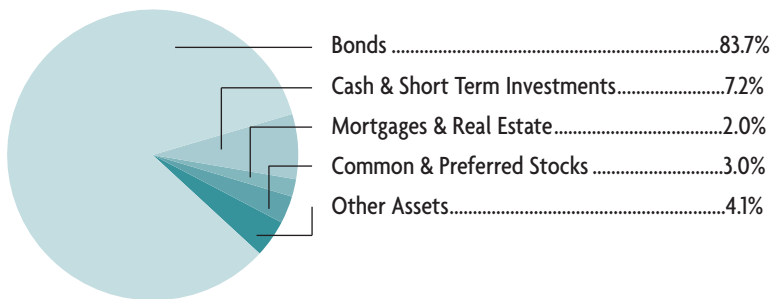
In 2010 Reliance Standard was named to the list of Ward's 50® Top Performing Insurance Companies for the fourth consecutive year. Each year, the Ward Group analyzes the financial performance of over 900 life-health insurance companies domiciled in the United States and identifies the top 50 performers. Each Ward's 50 company has passed all safety and consistency screens and achieved superior performance over the five years analyzed (from 2004 – 2008). The results for the Ward's 50 benchmarks identify companies that are able to grow their business profitably in changing market conditions.

Diversified Investment Portfolio

While the Capital Ratio is an important measure of financial strength and stability, it is also essential to review the quality, allocation and diversification of an insurance company's investment portfolio. As of June 30, 2009, approximately 90.1% of Reliance Standard's Invested Assets consisted of Bonds, Cash & Short Term investments. Our bond portfolio consists primarily of a diversified blend of Corporate Bonds, Government Bonds and Mortgage Backed Securities, which provide a high degree of liquidity.

The chart below provides a breakout of Reliance Standard's Invested Assets for the period ended June 30, 2009.

Distribution of Invested Assets



For more information, please contact:

Reliance Standard Sales and Marketing
(267) 256-3500, (800) 351-7500 or
salesandmarketingHQ@rsl.com

Reliance Standard Life Insurance Company is licensed in all states (except New York), the District of Columbia, Puerto Rico, Guam and the U.S. Virgin Islands. In New York State, benefits are underwritten by First Reliance Standard Life Insurance Company, Home Office: New York, NY.

Ratings shown reflect the opinions of each nationally recognized independent rating agency and are not implied warranties of the company's ability to meet its financial obligations. All ratings are subject to revision or withdrawal at any time by the rating agencies, and therefore, no assurance can be given that these ratings will be maintained.

RS-2169 (10/10)

Sound Ratings

Financial Strength Ratings are independent opinions regarding the creditworthiness of an insurer and are based on a comprehensive quantitative and qualitative evaluation of a company's balance sheet strength, operating performance and business profile. They are not a recommendation to purchase or an evaluation of a specific insurance or annuity product. While ratings generally provide an accurate assessment, they are not precise and financial professionals and their clients should not solely rely on ratings to select their annuity provider. Ratings are current as of January 31, 2010.

AM Best: "A" (Excellent)
since 12/21/05

- 3rd highest of 15 rating levels
- Rating affirmed 12/09

Fitch (formerly Duff & Phelps):
"A-" (Strong) since 4/2/09

- 7th highest of 21 rating levels
- Rating affirmed 01/10

Standard & Poor's: "A" (Strong)
since 3/10/97

- 6th highest of 21 rating levels
- Rating affirmed 09/10

Moody's "A3" (Strong)
since 10/24/04

- 7th highest of 21 rating levels
- Rating affirmed 06/10

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www.reliancestandard.com