

COLUMBIAN FINANCIAL GROUP

FOR IMMEDIATE RELEASE

COLUMBIAN NAMED TO 2011 WARD'S 50 TOP PERFORMING LIFE & HEALTH COMPANIES

BINGHAMTON, NY – July 21, 2011 – Columbian Mutual Life Insurance Company, the parent company of the Columbian Financial Group of companies, has been named to the 2011 Ward's 50 group of top performing life-health insurers in the country.

Columbian earned this distinction by ranking as one of the top performing companies based on the Ward Group's analysis of nearly 800 life-health insurance companies domiciled in the United States. The company passed all safety and consistency screens and achieved superior performance over the five years analyzed (2006 – 2010). Jeff Reider, President of Ward Group, explains that "In selecting the Ward's 50, we identify companies that pass financial stability requirements and measure their ability to grow while maintaining strong capital positions and underwriting results." Thomas E. Rattmann, Chairman, President & CEO of the Columbian Financial Group, commented "We are honored to be named among the elite group of companies named in Ward's Top 50."

The profitability of the Ward's 50 life-health group of insurance companies was greater than the overall life-health industry. Policyholder surplus growth among the Ward's 50 companies was 55.9% compared to the industry's 30.3%, and net premium growth was 57.6% compared to the industry's 4.7%.

Ward Group is the leading provider of benchmarking and best practices research studies for insurance companies. Additional information regarding Ward Group is available at www.wardinc.com.

Columbian Mutual Life has been providing quality protection for over 125 years. The Columbian Financial Group of companies includes Columbian Mutual Life Insurance Company, Columbian Life Insurance Company and other affiliated companies within its corporate family. Columbian's corporate headquarters is located in Binghamton, NY, with additional offices in Syracuse, NY, Norcross, GA, and Novi, MI.

Additional information regarding Columbian Financial Group is available at www.cfqlife.com.

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