



COLUMBIAN FINANCIAL GROUP NAMES PEGGY RUBIN EXECUTIVE VICE PRESIDENT & CHIEF OPERATING OFFICER

BINGHAMTON, NY – March 29, 2011 – Columbian Financial Group announced that its board of directors has named Peggy Rubin to serve as the company's Executive Vice President and Chief Operating Officer, and has elected Ms. Rubin to Columbian's board. She reports to Thomas E. Rattmann, President and Chief Executive Officer.

Ms. Rubin was a key asset brought into the Columbian Financial Group of companies through the acquisition of the worksite division of UICI in 2003. She joined Columbian at that time as Senior Vice President, UNIQ Division, and has most recently served as Senior Vice President, Operations. Based in Columbian's Norcross, GA, office, Ms. Rubin has been instrumental in the success of several new divisions and product lines by advancing the company's technologies and efficiencies. In her expanded role, she will oversee Sales and Marketing, Human Resources, Administration and Information Services.

Ms. Rubin earned her Bachelor's of Business Administration from Georgia State University in Actuarial Science in 1977. She became a member of the American Academy of Actuaries in 1980 and a Fellow of the Society of Actuaries in 1984. She served on the Executive Committee and is a past president of the Southeastern Actuaries Conference. Prior to joining Columbian, Ms. Rubin was a consulting actuary with a major accounting firm, specializing in acquisitions and mergers. She was Vice President and Chief Actuary for several insurance companies and President of the worksite division for a national insurance company.

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. The parent company, Columbian Mutual Life, has been providing quality protection for over 125 years.

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