



## OneAmerica Continues Growth Momentum; Delivers record results in 2010

The companies of OneAmerica continue to deliver excellent value to their customers through industry leading service, strong products and unquestioned financial strength. Capitalizing on our stability during the economic crisis, OneAmerica accelerated our investment in distribution capacity and customer service during the past three years and took advantage of depressed asset prices. Those ongoing investments led to record sales, assets, earnings, capital and sales force growth in 2010. Highlights of OneAmerica’s record year include:

- **Record new business sales of \$1.7 billion, an increase of 24 percent over 2009.** Strong sales were led by a 55 percent increase in individual life insurance sales. Our career sales force grew 27 percent and exceeded 1,000 representatives for the first time in our history. We also grew our wholesale sales team by attracting some of the strongest professionals in the industry. In addition, we’ve been recognized for the service and value we provide to customers. For example, a Boston Research Group survey of retirement plan sponsors ranked OneAmerica near the top of the industry and number one in the “value for cost” category. As a result, sales growth outpaced the industry:

	OneAmerica 2010 Growth	Industry 2010 Growth <sup>1</sup>
Individual Life Sales	+55%	+10%
Individual Annuity Sales	+17%	-7%
401(k) Sales	+26%	-7%
Group Disability Sales	+20%	-15% <sup>2</sup>
Stop Loss Sales	+6%	Not available

- **Record assets of \$24.4 billion, an increase of 12 percent over 2009.** Strong sales, excellent customer retention and favorable market conditions drove our GAAP assets to an all-time high.
- **An investment portfolio that is among the strongest in the industry.** We had no bond or mortgage impairments in 2010 and, based on available data, our investment losses are the lowest in the industry during the last three years<sup>3</sup>. In addition, our yield on invested assets was above the industry average as it has been for nearly 30 years. Our portfolio’s combination of relative safety and performance enables us to deliver both products with strong value and confidence to our customers.
- **The strongest earnings and capital in OneAmerica’s history.** As a mutual holding company enterprise, all of our profits stay in the company to provide customer value, support growth, enable investments in customer service and build our financial strength. In 2010, excellent business growth and strong investment results drove both GAAP pre-tax operating income and net income to records of \$144 million and \$122 million, respectively. Total available capital – the money set aside to protect customers from unexpected events – grew 6 percent to \$1.3 billion.
- **Positive ratings momentum.** While more than 80 percent of large life insurance companies have been subject to negative rating actions during the past two years, the financial strength ratings for the OneAmerica companies (AUL, PML and State Life) were affirmed in 2010, with A.M. Best placing our ratings on positive outlook, according to its press release dated June 9, 2010.

By nearly every measure, OneAmerica’s performance in 2010 was the best in our history. We remain focused on serving our customers by providing strong value and security today and for years to come.

<sup>1</sup> 401k industry data source, Life and Annuity industry unweighted data source: LIMRA through 12-31-2010. Group disability industry data source: <sup>2</sup>LIMRA through 9-30-2010. <sup>3</sup> Industry data source: SNL Financial. Based on data from 32 large US life insurance companies/groups.