

Ameritas Earns Sixth Center of Excellence Award from BenchmarkPortal

Lincoln, Neb.//February 14, 2013//The dental, vision and hearing contact center at Ameritas Life Insurance Corp.'s group division is a six-time recipient of BenchmarkPortal's coveted Center of Excellence certification. Center of Excellence recognition is one of the most prestigious awards in the customer service and support industry.

Ken VanCleave, Ameritas group division president, said, "Service excellence has always been a top driver for customer and agent satisfaction. And our contact center professionals know how to deliver. Every day the award-winning service we are able to provide is a testament to the commitment of our associates. Our people really care."

Contact centers must meet rigorous service standards in efficiency and effectiveness to become certified. Only the top 10 percent of participating contact center teams earn the Center of Excellence, demonstrating superior performance in cost- and quality-related metrics.

Bruce Belfiore, BenchmarkPortal chief executive officer, added, "We applaud Ameritas' ongoing commitment to superior customer service. Certification is an important distinction based on scientifically measured best practices drawn from BenchmarkPortal's database of contact center metrics, which was developed at Purdue University and is now the largest in the world."

About Ameritas

The group division of Ameritas Life Insurance Corp. has served customers since 1959 and today provides dental, vision and hearing care products and services for nearly 110,000 employer groups, insuring or administering benefits for more than 5.4 million people nationwide. Ameritas has one of the largest dental networks in the country with more than 235,000 access points. Its contact center has earned BenchmarkPortal's Center of Excellence certification since 2007 and was named fourth in BenchmarkPortal's Top 100 contest in 2011. In New York, products are offered through Ameritas Life Insurance Corp. of New York.

About BenchmarkPortal

Founded in 1995, BenchmarkPortal is a global leader in the contact center industry providing benchmarking, certification, training, consulting and industry reports. The BenchmarkPortal team has gained international recognition for its expertise and innovative approach to best practices for the contact center industry and hosts the world's largest database of contact center metrics. BenchmarkPortal's mission is to help contact centers reach peak performance in operational effectiveness and efficiency so that the centers will realize increased levels of agent and customer loyalty while containing costs and building enterprise value.

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About Ameritas

Ameritas Life Insurance Corp., Ameritas Life Insurance Corp. of New York and affiliated companies offer a wide range of insurance and financial products and services to individuals, families and businesses. These products and services include life insurance; annuities; individual disability income insurance; group dental, vision and hearing care insurance; retirement plans; investments; mutual funds; asset management and public finance. Ameritas® and the bison design are registered service marks of Ameritas Life Insurance Corp. Fulfilling life® is a registered service mark of affiliate Ameritas Holding Company.

For more information, visit <http://www.ameritas.com>.

Contact: Scott Stuckey, vice president – corporate communications
402-467-7432 | [sstuckey@ameritas.com](mailto:ssstuckey@ameritas.com)