

Ameritas Earns Spot on the 2013 InformationWeek 500 List of Top Technology Innovators across the U.S.

Lincoln, Neb.//September 9, 2013// Ameritas Life Insurance Corp. today announced it made the 2013 *InformationWeek* 500 list of the top technology innovators in the United States. This was the first year Ameritas was ranked by *InformationWeek* 500. InformationWeek 500 recognizes business technology teams that have made a notable improvement to how their companies operate.

Among the numerous information technology achievements in 2012, its new DI (disability income insurance) Premium Calculator mobile application was chosen as the Ameritas IT department's single most innovative initiative for the year. The goal was to give agents easy access to this App via various computing and mobile devices, using a QR code on marketing materials as an initial method to access the web-based App URL premium calculator. This calculator used all the proper mathematics to match the company's base system module and made it very easy for the agent to arrive at an on-the-fly premium. A tight project window required an accelerated timeline and fast collaboration. The business results: Now agents can instantly run accurate premium quotes with a prospect without using an antiquated rate card.

Rich Wiedenbeck, senior vice president and chief information officer, said, "The key to the IT department's success was the collaborative effort required at multiple levels to continue shepherding this project to completion while staying aligned with a tight launch date."

InformationWeek identifies and honors the nation's most innovative users of information technology with its annual *InformationWeek* 500 listing. To be considered for the IW 500, companies complete a rigorous application on their business technology strategies. The ranking process is quantitative and qualitative, whereby applicants earn points based a questionnaire and based on the achievements they outline in an essay submission. The full list for 2013 and additional details on the *InformationWeek* 500 can be found online at www.informationweek.com/iw500/.

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About Ameritas

Ameritas – Ameritas Life Insurance Corp., Ameritas Life Insurance Corp. of New York, Acacia Life Insurance Company, The Union Central Life Insurance Company and affiliated companies – offers 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; banking and public finance. For more information, visit ameritas.com.

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About InformationWeek

For more than 30 years, *InformationWeek* has provided millions of IT executives worldwide with the insight and perspective they need to leverage the business value of technology. *InformationWeek* provides CIOs and IT executives with commentary, analysis and research through its thriving online community, digital issues, webcasts, proprietary research and live, in-person events. InformationWeek's award-winning editorial coverage can be found at www.informationweek.com. *InformationWeek* is produced by UBM Tech, a global media business that brings together the world's technology industry through live events and online properties. Other UBM Tech's brands include EE Times, Interop, Black Hat, Game Developer Conference, CRN and DesignCon. The company's products include research, education, training and data services that accelerate decision making for technology buyers. UBM Tech also offers a full range of marketing services based on its content and technology market expertise, including custom events, content marketing solutions, community development and demand generation programs. UBM Tech is a part of UBM (UBM.L), a global provider of media and information services with a market capitalization of more than \$2.5 billion

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