

Ameritas Receives the 2013 Better Business Bureau Integrity Award

BBB Integrity Awards Honor Ethical Business Practices

Lincoln, Neb.// September 19, 2013// Ameritas Life Insurance Corp. (Ameritas) received the Better Business Bureau (BBB) Integrity Award at an award ceremony at Embassy Suites in Lincoln, Neb., on Thursday, September 19.

The Integrity Award focuses on demonstrated ethical business practices with key stakeholders, including customers, employees and the community at large. Award winners were chosen by an independent panel of judges consisting of Lincoln business leaders and members of the academic community.

Ameritas President, Chair and CEO JoAnn Martin said, "At Ameritas, keeping our promises generation after generation and doing what is right is the foundation of our business. And as stated in our company's values, we will always operate in adherence to the highest ethical standards."

"The BBB Integrity Award winners have shown that ethics and integrity are core values of their organization," said Jim Hegarty, president and chief executive officer of the Better Business Bureau, Inc. serving Nebraska, South Dakota, Kansas Plains and southwest Iowa. "The 2013 BBB Integrity Award winners join an elite group of organizations that realize dealing fairly and honestly with employees, customers and partners are central to profitability and growth.

They serve as role models for the businesses community in Lincoln and the Better Business Bureau Foundation is pleased to honor them with this prestigious award."

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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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