

## Ameritas Launches Redesigned Mobile-Responsive Website

Lincoln, Neb.//August 25, 2014//Ameritas Life Insurance Corp. (Ameritas) has transformed ameritas.com into a customer-centric, mobile responsive website.

“Our customers are comprised of individuals, families, businesses, institutions and municipalities and financial professionals who will benefit from the easy navigation on a mobile device,” commented JoAnn Martin, president and chief executive officer of Ameritas Life Insurance Corp. “Our new site makes it possible to tell our “fulfilling life” story in a much more comprehensive and compelling manner while enabling us to serve our customers in new and exciting ways.”

Employing a mobile responsive design that is organized by key audiences, the site offers increased usability, richer video content and a consistent user experience no matter what electronic device is used – tablet, phone or desktop. The redesigned website was driven by the ever-changing demands of consumers and Ameritas business partners and financial professionals for faster and easier access to information. The flexibility of the new site allows for more robust content with a navigational structure designed to easily guide users based on their respective insurance, retirement and financial services needs, life stages, financial goals or business objectives.

A significant step in building awareness of the Ameritas brand, the site brings together all Ameritas businesses into a single online presence to share the company’s “fulfilling life” story while enhancing the company’s marketing efforts.

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### **About Ameritas**

Ameritas Life Insurance Corp. and its 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. For more information, visit [ameritas.com](http://ameritas.com). Securities offered through Ameritas Investment Corp., member FINRA/SIPC.

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