

For immediate release

Ameritas Powers Nebraska Volleyball in One-of-a-Kind Partnership

Courtesy: NU Athletic Communications

LINCOLN, NEB.// August 18, 2016// For the next five years, the reigning National Champion Nebraska Volleyball team will be powered up like never before. Nebraska Athletics, Husker IMG Sports and Ameritas Life Insurance Corp. are proud to announce Ameritas will be the leading sponsor for the National Champion Nebraska Volleyball team. The Lincoln, Nebraska-based life insurance company will now be connected with UNL's passionate volleyball fans via several unique fan-facing opportunities throughout the season, including a new season logo and new slogan: "Nebraska Volleyball. Powered by Ameritas."

The partnership will be on display during the Red/White Scrimmage this Saturday, August 20, at the Devaney Center. Additionally, Ameritas will continue its tremendous support of many other Nebraska Athletics teams.

"As a long-time partner and supporter of Nebraska Athletics, Ameritas is proud to help the University of Nebraska and its student athletes achieve their goals," said JoAnn Martin, Ameritas president and CEO. "Whether in the classroom or on the court, Ameritas stands beside Nebraska Volleyball and Husker fans everywhere. I'm proud to announce Nebraska Volleyball is now powered by Ameritas."

"We are very excited about Ameritas becoming the presenting sponsor of the Husker volleyball season," Nebraska Director of Athletics Shawn Eichorst said. "Ameritas is a tremendous partner and has provided amazing support to Nebraska Athletics, and to have them as the lead sponsor for our national champion volleyball program for the next five years is a great honor."

A top employer in Lincoln, and across the state of Nebraska, Ameritas is a longtime supporter of Husker athletics and is excited to be a key partner for Nebraska Volleyball and Husker Nation's loyal fans.

About Ameritas

Founded in 1887, Ameritas Life Insurance Corp. and its affiliated companies provide a wide range of insurance and financial services to customers throughout the United States, including life insurance; annuities; group dental, vision and hearing care insurance; individual disability income insurance; retirement plans; investments and public finance. Securities and investment advisory services offered through affiliate Ameritas Investment Corp., member FINRA/SIPC. For more information, visit ameritas.com.

###

Contact:

Liz Ring Carlson
Director, Communications and Sponsorship Ameritas
Life Insurance Corp.
402-467-7828
Liz.RingCarlson@ameritas.com