

Ameritas Life Announces Merger of Security Life

Lincoln, Neb. (December 6, 2016) – Ameritas Life Insurance Corp. (Ameritas) has announced the merger of Security Life Insurance Company of America (Security Life) with Ameritas.

Ameritas, based in Lincoln, Neb., announced in late 2015 it would acquire Security American Financial Enterprises, Inc. (SAFE), the parent company of Security Life of Minnetonka, Minn. Since then Ameritas has worked toward a smooth transition of the Security Life associates and partners to the Ameritas family.

“While the Security Life brand may be going away, the sales structure will remain,” said Karen Gustin, Ameritas group division executive vice president. “The Security Life sales model will continue under the Ameritas brand, while offering even more stability and security for our partners and members.”

Ameritas’ acquisition and subsequent merger of SAFE was the largest in Ameritas group division’s history. “The most fulfilling part of merging the two companies is the approximately 380,000 new members we will be able to provide with dental and vision benefits,” said Bruce Mieth, senior vice president of operations for the Ameritas group division.

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About Ameritas

Ameritas — Ameritas Life Insurance Corp. and its affiliated companies — offers a wide range of insurance and financial products and services to individuals, families and businesses. The group division of Ameritas has served customers since 1959 and today provides dental, vision, and hearing care products and services, insuring or administering benefits for more than 6.4 million people nationwide. Ameritas has one of the largest dental networks in the country with more than 413,500 access points. Its contact center has earned BenchmarkPortal’s Center of Excellence certification every year since 2007 and placed 3rd in BenchmarkPortal’s Top 100 for medium call centers in 2016. In New York, dental, vision and hearing care products are offered through Ameritas Life Insurance Corp. of New York. To learn more about Ameritas, visit ameritas.com or ameritasinsight.com.

Contact:

Ann Avery, Senior Media Relations Manager
Ameritas Life Insurance Corp.
402-467-7819 desk
402-540-0867 cell
ann.avery@ameritas.com