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HOMESTEADERS COMMENT ON KOHLBERG & COMPANY'S ACQUISITION OF AURORA CASKET

West Des Moines, IA — On July 2, 2012, Kohlberg & Company, a leading U.S. private equity firm, announced that it acquired Aurora Casket Company. Homesteaders Life Company CEO Graham Cook reports that he has no reason to believe this event will affect the Homesteaders-Aurora Casket Price Protection program.

The Homesteaders-Aurora Casket Alliance was formed in 1998 to help funeral home owners preserve the value of funeral service through casket price protection.

According to Jerry Reichert, member and senior advisor to the Aurora Board of Directors, "The purpose and mission of Aurora will not change. We remain dedicated to helping create an honorable closure to a life lived."

Steve Lang, Homesteaders' COO says the acquisition of Aurora Casket Company has no impact on Homesteaders. "Aurora Casket has been a strong partner with us in offering the benefits of casket price protection and we don't see the program changing as a result of this announcement."

"Aurora and Homesteaders have provided the industry's leading casket price protection program for more than a decade," said Reichert. "Both companies continue to believe that this program provides excellent benefits to our customers and, most importantly, the families they serve."

Any questions regarding the casket alliance and price protection program should be directed to your Homesteaders or Aurora representative, who is the most qualified to answer.

Focused solely on funeral insurance funding and support, Homesteaders Life Company is a market leader associated with nearly 4,000 funeral homes and 8,000 licensed agents across the United States. Visit homesteaderslife.com for more information.