

FOR IMMEDIATE RELEASE

Additional Information:  
Michael London  
Office: 203-261-1549  
Cell: 203-556-5123

## **VANTIS LIFE UTILIZES UNIQUE AD THEME 2012 “Animal” Campaign Promotes Company as Specialist**

WINDSOR, Conn., Feb 13, 2012 – Vantis Life Insurance Company today announced it has launched a new light-hearted advertising campaign featuring a dog, parrot, rabbit and squirrel. The campaign is designed to draw attention to the company’s message, namely, that Vantis Life is one of the only life insurers who specializes in selling life insurance in the financial institution channel.

The print and online campaign can be seen financial institution trade publications and online sites such as *New York Banker*, *Florida Banker*, [bankinsurance.com](http://bankinsurance.com) and *BISA Marketing*, a publication of the Bank Insurance and Securities Association. The ads highlight the firm’s position as one of the only life insurance companies who help banks and credit unions offer protection products to their under-served middle income customers and members.

“Our products target middle income families, a market that is typically underserved by the nation’s largest insurance companies,” said Craig Simms, senior vice president of Vantis Life. “We want to highlight our ability to serve this market as we look for additional banks and credit unions to add our product mix to the banking and investment products they already provide.”

“By adding life insurance, the banks increase their ability to be full service financial product providers, boosting customer loyalty while increasing their own profitability,” he said.

“We are thrilled to unveil this new business-to-business ad campaign that will help us continue our record of industry-beating growth,” Simms added. “One of the new ads expresses perfectly our goal: the image is a Chihuahua wearing a spike collar, and the accompanying text says ‘With the right life insurance partner, any size bank can run with the big dogs’.”

Vantis Life offers a simple, complete product menu and best-in-class online technology for bank sales agents. Coupled with attentive field wholesaling and training, this allows the company to provide a better life insurance experience for financial institutions who want to offer protection products to their customers and create stronger customer relationships.

“Our humorous, eye-catching animal-themed print ads are directed to banks and credit unions serving our primary customer base: middle income families, many of whom are of the baby boomer generation and in need of the protection our products provide,” Simms added.

The insurance company rating agency, A.M. Best, in a recent rating report noted "Vantis Life is the only bank distribution-focused life insurer that offers a full selection of easy-to-sell simplified issue and fully underwritten products from a web-based platform."

Vantis Life is focused solely on providing financial institutions and their customers with a variety of life insurance and annuity products. These products are offered by licensed bankers via an award-winning online process and supported by best-in-class wholesaling and access to Vantis University, the company's exclusive online, WebEx and in-person training and development resource.

### **About Vantis Life**

*Vantis Life Insurance Company was established in 1942. From its inception, the company's primary goal has been to provide families with affordable life insurance and annuity products available through their financial institution. With nearly \$5 billion of life insurance in force, \$900 million of assets and a rating of A-Excellent from A.M. Best, Vantis Life prides itself on providing A Better Life Experience for financial institutions and their customers. Sales and marketing information is available at 1-866-826-8471 or [www.vantislife.com/able](http://www.vantislife.com/able).*

###