



October 1, 2015

The sale of certain Assurant Health business lines and assets to National General Holdings Corporation is now complete

Today, Assurant, Inc. announced the closing of the sale to National General Holdings Corporation of Assurant Health's:

- Assurant Supplemental Coverage products
- Assurant Self-Funded Program
- North Star Marketing distribution channel

Expect a seamless transition

As we pass this important milestone, we continue to live out our commitment to you and your customers by working with National General to ensure a seamless transition. In fact, the new company name could be the only change you see for some time. Here's why:

- Many Assurant Health employees have become National General employees this week, including:
 - Sales representatives and support staff who know these products, know your market, and may already know you
 - Experienced retention specialists who'll continue to help you retain your self-funded business
 - Key leaders as well as product developers and managers

continued on the next page

- Assurant Health will continue to provide certain administrative and technology services for this business during the transition:
 - The same service and support teams continue to be available — you and your customers will continue to contact your usual teams
 - You can continue to use the same online tools at assuranthealthsales.com including MyBook and VUE
- Allied will continue as the third-party administrator for the Self-Funded Program, and you and your customers will continue to have access to the Allied portal
- These products aren't changing at this time — customers will continue to have the same coverage and benefits, and they'll continue using their current insurance cards

Get more information

Watch for communications from National General and reach out to your sales representative, who can help you:

- Learn more about selling Assurant Supplemental Coverage and the Assurant Self-Funded Program *and*
- Become appointed to sell additional products from the National General portfolio

We consider it a privilege to continue to serve and support you and your customers during this transition and as we wind down our operations for our other business lines. Continue to check MyBook at assuranthealthsales.com for updates on the exit from those other business lines. For more information about the sale, [read the news release](#) from Assurant, Inc.

Thank you for being a part of the Assurant Health story. We wish you great success as you continue the story of your business.