

Physicians Mutual® Launches Enhanced Web Site

Omaha, Neb., May 27, 2008 – Physicians Mutual®, an Omaha-based individual health and life insurer, recently launched a newly designed and enhanced corporate Web site, www.physiciansmutual.com. The user-friendly site includes easier navigation, more content, more features and more services.

“Our new Web site is about improving the customer experience and making it easier to read, less cluttered to look at, more pleasing to the eye and more in-tune to our customers’ wants and needs,” said **Jane Phillips**, Physicians Mutual vice president of customer marketing and retention.

The new Web site includes a customer center which allows individuals to get the help and answers they need in a fast and convenient way. It provides access to online forms, how-to information and a search for network providers. In addition to the customer center, another important change to the Web site is the learning center where visitors can educate themselves on insurance and the types of coverage available.

According to Phillips, insurance products can be overwhelming for the average consumer to understand. Because of this, Physicians Mutual formed focus groups to get an unbiased opinion on site navigation, basic design and ease of use. The focus groups proved invaluable in revealing the need for certain enhancements.

“Our goal was to develop a Web site that reflects on our brand promise of ‘We’re here when you need us,’” added Phillips.

The company will continue to enhance its customers’ experiences by expanding the learning center and customer center with timely and relevant education.

About Physicians Mutual®

Physicians Mutual Insurance Company and Physicians Life Insurance Company, a member of the Physicians Mutual family, provide a full portfolio of health and life insurance products, as well as financial products. The companies have total assets exceeding \$2.6 billion.

Both Physicians Mutual and Physicians Life consistently receive high grades from independent insurance analysts. They have an A.M. Best rating of “A (Excellent),” based on financial strength. TheStreet.com Ratings gives Physicians Mutual an “A+ (Excellent)” and Physicians Life an “A- (Excellent)” based on financial security.

Founded in 1902, Physicians Mutual headquarters are in Omaha, Nebraska.