

For Immediate Release

Custom Disability Solutions (CDS) Adds 24-Hour Travel Assistance to its Short and Long-Term Disability Reinsurance Product Offering

CDS Partners With On Call International to Provide Emergency Travel Assistance Services.

South Portland, ME – September 8, 2010 You're enjoying a beautiful autumn day biking in the Italian countryside. An unseen pothole sends you flying from your bike and onto the rocky roadside. Bike and person are broken. When all seems lost, you remember the worn out card in your wallet – On Call International. On Call International has responded to thousands of situations like this one, and Custom Disability Solutions is pleased to partner with On Call to provide emergency medical and travel assistance services with its short and long-term disability reinsurance coverage.

On Call is a 24-hour, toll-free service that provides a comprehensive range of information, referral, coordination and arrangement services designed to respond to most medical care situations and many other emergencies you may encounter when you travel. When traveling 100 or more miles from your primary residence, or when traveling in a foreign country, On Call offers you and your dependents Pre-Trip Assistance, Emergency Medical Transportation, Emergency Personal Services and Medical Services.

"We are excited to offer this service with our short and long-term disability reinsurance coverage. On Call's emergency medical and travel assistance services provide peace of mind to travelers at home and abroad," said Jerry Bannach, President and CEO of Custom Disability Solutions. Bannach continued, "On Call is an industry leader, and they are recognized for their excellent customer service and ability to respond to travelers' needs no matter how big or small."

About Custom Disability Solutions

Custom Disability Solutions (CDS), a division of Reliance Standard Life Insurance Company, is a full-service group disability risk management organization that is focused on providing superior reinsurance solutions. Our group short-term and long-term disability products are designed to provide competitive and sound group disability plans. We offer flexible plan features and designs that are crafted to keep pace with changes in the industry, and provide the best possible benefits. Online at: www.customdisability.com.

