

For Immediate Release

Custom Disability Solutions (CDS) names reinsurance industry veteran David C. Mitchell, CLU, as senior vice president and chief marketing officer

SOUTH PORTLAND, Maine — March 28, 2011 — Custom Disability Solutions (CDS) announced today that David C. Mitchell, CLU, has joined the company as senior vice president and chief marketing officer (CMO), reporting directly to Jerry Bannach, president and CEO. As CMO, Mr. Mitchell will manage and direct all aspects of CDS' product offerings, sales, distribution, marketing, client service and business development.

Newly Created Chief Marketing Officer Position

"This new position aligns CDS' sales and marketing efforts with our product operations, reflecting our highest priorities both strategically and operationally." said Bannach. "David's extensive experience in group disability, the reinsurance market, client service and product development make him an excellent choice for this important role. I am very pleased to welcome him to our senior leadership team."

Mitchell is one of the original partners of reinsurer, Disability RMS, starting with them in 1993. He has served in various leadership roles supporting products, marketing and client sales. Prior to joining Disability RMS, he worked in the reinsurance division of Unum Life Insurance Company.

A Chartered Life Underwriter, Mitchell holds a degree in business administration from the University of Maine. In addition to his extensive work experience and credentials, Mitchell is an active member and past president of Group Underwriters Association of America and serves on the University of Maine Southern Maine Alumni Chapter Board.

"The opportunity to join Custom Disability Solutions is an exciting one, allowing me to work with a vibrant, talented, and dedicated team to meet the ever changing needs of the group disability reinsurance marketplace." says Mitchell. "I am looking forward to being a part of this innovative and client focused company."

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.

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