

NEWS RELEASE

Sagicor Life Insurance Company

PRESS RELEASE

FOR IMMEDIATE RELEASE

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LIFE INSURANCE COMPANY



Tampa, Florida, May 1st, 2008- Sagicor USA Inc. has appointed **Rick D. Miller** to the position of **Sales Director – East Division** of Sagicor Life Insurance Company. Miller will lead the growth and development of Sagicor Life Sales Division for the Eastern region of the United States. He will report directly to the Sagicor Life Insurance’s Divisional General Manager, George Estock.

“Rick brings an extensive and professional background in sales and market development in the US life insurance industry and a refreshing self-driven approach to business development with an acute focus on career agent marketing and long-term customer-focused solutions. Miller’s appointment is strategic and signals further commitment to Sagicor’s growth in the US” said Ken Marshall, President and CEO of Sagicor Life Insurance Company.

Prior to joining Sagicor Life Insurance, Miller worked at three of the leading US life insurance companies and was very successful at development of the career agency system. He has more than 30 years of experience in the industry, most recently as President of his own consultancy firm serving small to medium-sized companies in the Florida area.

Miller is joining Sagicor at an exciting time when Sagicor Life Insurance is introducing a number of innovative new products, class-leading customer service and tremendous employment opportunities for residents in the Florida region.

About Sagicor Life Insurance Company:

Sagicor Life Insurance Company is a full-service life insurance company offering a wide range of competitive products consisting of term and whole life, indexed life and annuities and critical illness products. Licensed in 44 states and the District of Columbia, Sagicor Life is a wholly-owned subsidiary of Sagicor Financial Corporation, one of the oldest insurance groups in the Americas, with operations in 22 countries including the United States, Latin America and the Caribbean.

Sagicor Life products are marketed primarily through independent agents and general agents. Administering more than \$2.2 billion of in-force insurance business and managing approximately \$475 million in assets, Sagicor Life is committed to offering our customers world-class service with integrity and value.

For more information visit www.sagicorlifeusa.com

About Sagicor Financial Corporation:

Established in 1840, Sagicor Financial Corporation's (Sagicor) insurance operations are dominant in most of the countries in which it operates. Based on its strong core earnings, profitability and more than adequate levels of risk-based capital, Sagicor's Caribbean operations have been consistently rated "A" Excellent by AM Best.

Listed on the London, Barbados and Trinidad Stock Exchanges, Sagicor's balance sheet continues to exemplify prudence and the capacity to support future expansion programs. Sagicor will continue to seek out growth opportunities through acquisitions and strategic partnerships to expand geographically.

For more information visit www.sagicor.com