

NEWS RELEASE

Sagicor Life Insurance Company



LIFE INSURANCE COMPANY

FOR IMMEDIATE RELEASE

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Sagicor Life Announces First U.S. Sponsorship – USF Bulls

Tampa, Florida, July 15th, 2008- Sagicor Life Insurance Company today announced its sponsorship of University of South Florida Athletics, specifically USF Football. The sponsorship is the first in the U.S. for Sagicor, which entered the U.S. life insurance market in 2005 with a \$58M acquisition of American Founders Life.

The partnership, which was negotiated by the USF-ISP Sports Network, is a multi-year agreement from 2008-2011 involving naming rights and a variety of online, media and on-premise promotional and hospitality components.

“A partnership with USF is exciting for us in many ways,” said Ken Marshall, president and CEO of Sagicor Life. The Sagicor Group sponsorship strategy focuses on sports and education and the University of South Florida encapsulates both perfectly. College football is truly an American sport and way of life and we are proud to be associated with it.”

“It’s a pleasure to welcome Sagicor Life Insurance to the USF family,” said Doug Woolard, Director of USF Athletics. Our corporate partners play a vital role in supporting our student athletes, as well as our mission to compete at the national level in each sport. We appreciate Sagicor’s support and we look forward

to assisting them in growing their U.S. business through their association with the Bulls.”

As part of the sponsorship, Sagicor will also encourage fan participation via an online promotion using the USF Bulls Web site (www.gousfbulls.com) called “Luv-A-Bulls”. Fans will be invited to submit photos of their children dressed in Bulls branded apparel. Winning photos will appear on the video board during the home games at Raymond James Stadium.

“Sagicor’s corporate advertising and messages celebrate and feature photographs of children. In most of the countries in which we operate, these children are sons and daughters of our employees. We want to create an exceptional and personal experience for the USF fans out there by getting more people involved,” added George Estock, Divisional General Manager for Sagicor’s Eastern Division.

Sagicor established U.S. headquarters in the Tampa Bay area in November 2007, both to house key corporate functions and service the company’s Eastern Division. Less than 18 months after launching its growth strategy, AM Best Rating Company upgraded Sagicor’s financial strength rating to “A-“ (Excellent) with a “stable” outlook for future performance.

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 through a multi-tiered distribution system. 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

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