



Marketing

BACKGROUND ON CENTRIAN LIFE INSURANCE

Background

Centrian Life Insurance is the tradename in Connecticut for The Savings Bank Life Insurance Company of Massachusetts. Our company's mission is to provide safe, low-cost life insurance, and today, nearly 5,000 Connecticut residents own our policies. Centrian Life is a new name, but it stands for a company that has been protecting families with high-quality life insurance for nearly 100 years.

Centrian Life Insurance will continue to offer:

- Friendly, knowledgeable advice in plain English.
- Some of the lowest rates for term life insurance in the country.
- A tradition of protecting families since 1907.
- An A+ Superior rating from A.M. Best for financial stability.
- Highly rated customer service.

Centrian Life Insurance offers the following low-cost products to residents of Connecticut:

- Term Life Insurance
 - Guaranteed Level Premium
 - Yearly renewable
- Whole Life Insurance
- Annuities
- Policies for children
- Guaranteed Issue SeniorLife Insurance

About Our Logo & Tagline

Complementing the lettering is a distinctive symbol that consists of an upward-pointing arrowhead (some say it's an "A" as in A+ rated; others see a rotated "C" for Centrian) inside a blue circle. The triangular shape connotes power and strength, qualities that policyholders would come to expect in their life insurance company. The circular shape connotes ease and completeness, which we believe is emblematic of our processing and client servicing.

The tagline helps bridge this brand to our affiliated brand. It denotes that Centrian Life Insurance is *Powered by the No Nonsense Life Insurance Company*.