



Born From Strength

Liberty Life Assurance Company of Boston



Our mission remains to help people live safer, more secure lives. We achieve this mission through our strategy of providing High Value, Easy To Buy financial products and related services through multiple distribution channels, while maintaining an environment that makes us Easy To Do Business With.

This vision has served Liberty Life well, enabling us to reach the level of success we share today. To continue growing we must renew our commitment to be customer-focused, to put people first in all that we do, and to promote a company worthy of trust. Delivering on this promise also means supporting our value proposition... providing value-added services which answer the question "why would customers want to do business with us?"

FROM MISSION AND STRATEGY — 2003
John Tymochko
Chief Operating Officer
Liberty Life Assurance Company of Boston



**INNOVATION
IN ASSET TRANSFER**

Liberty Life established new standards in the industry with ten minute underwriting for selected life insurance products. Using tailored applications and an innovative process, underwriting now takes minutes instead of weeks, allowing single interview sales, and completed transactions before the customer leaves the building.

Liberty Life | BORN FROM STRENGTH

One of America's largest property and casualty insurers, Liberty Mutual has been the leading provider of workers' compensation insurance and services for more than 65 years, and now ranks in the top 150 on the Fortune 500 list of largest U.S. corporations.

A member of the Liberty Mutual Group, Liberty Life Assurance Company of Boston was established in 1964 to round out the products available through Liberty Mutual's national network of personal market sales representatives. Building on that success, Liberty Life has leveraged a strong product,

marketing and service capability to extend its reach into new channels, creating new opportunities for the company and its marketing partners.

We offer competitive products, value added services, and distribution alternatives that make our products accessible to the people who need them. By developing distribution plans and products together, we are able to creatively meet the needs of customers and marketing partners. Our life portfolio is competitive and broad, and includes several products developed to simplify the insurance sales process.



LISTENING, LEARNING
AND LEADING

We're convinced that the most important step in managing multiple distribution channels is understanding the needs of each. Listening comes first. Our day-to-day contacts are a primary source of information, but we also maintain high touch with various industry organizations through meetings, seminars and research. This allows us to profitably fit our products into existing marketing systems. We believe that's why Liberty Life has been a life insurance premium leader in banks since 1996.

Liberty Life | LISTENING TO OUR PARTNERS

Liberty Life is an effective partner because we listen to the changing preferences of consumers and channel partners.

Recognizing the unique needs of each, we have dedicated teams to support each of our distribution channels, including:

- Liberty Mutual representatives
- Banks
- Credit unions
- Independent marketing organizations and general agents
- Registered broker/dealers
- Structured settlement brokers

RESPONDING TO DISTRIBUTORS AND THEIR CONSUMERS

The essence of our *high value, easy to do business* with philosophy is to find out how each channel works, then create a plan that fits. It starts with simple

product designs that make our products easy to explain. A team of dedicated external wholesalers provides on-site training and follow-through for all aspects of marketing and sales. Training includes a scripting process that gives sales representatives a track to run on and covers topics like prospecting, profiling and sales presentations. Internal wholesalers support sales and marketing from the inside via phone, fax and electronic communications to complete the circle.

Liberty Life has also been an innovator in creating customized administrative processes for channel partners. We have found that an experienced and responsive back office is the key to servicing multiple channels and businesses.



BORN
FROM STRENGTH

Liberty Mutual's mission is "Helping People Live Safer, More Secure Lives." A life insurance contract is a promise, and it is one of the most important parts of any individual financial plan. Our mission gives us an obligation to fulfill that promise.

Liberty Life | SECURITY

Liberty Life provides security for customers and partners by maintaining a strong and stable financial position. Our life insurance and annuity products are backed by a high quality investment portfolio that ensures product performance and claims paying ability. A disciplined investment strategy, with cash flows corresponding to future cash needs, ensures that Liberty Life will meet its commitments.

For an extra measure of security, Liberty Mutual Insurance Company guarantees Liberty Life's obligations under life insurance contracts.

Liberty Life | SERVICE

Staffed with knowledgeable, experienced professionals, our back office is continuously monitored to ensure that it delivers turnaround times consistently quicker than industry averages. We believe that the representatives who distribute our products deserve a live, courteous voice at the other end of the phone to answer their questions.

Our Liberty Life website gives producers access to forms, marketing and training materials. Liberty Life Online is tailored to the specific user to increase the speed and efficiency of service delivery. Persistent improvement of service delivery is the only way to maintain long-term relationships with our customers and partners.



Liberty Life | MEETING THE CHALLENGE

Liberty Life's success in multiple marketing channels is the result of listening to channel partners and their clients. Thinking through every step of the process, from establishing the consumer's need to delivering post-sale service, makes it easier for representatives who sit in front of customers.

Simplified applications and step-by-step instructions give representatives a clear course to follow. From product brochures to specific sales ideas to customized training, we are leveraging our experience to help our marketing partners add value for customers and increase revenue in their organizations.



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Area to show size and placement of business card.



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