



2600 Dodge Street
Omaha, NE 68131-2671
www.PhysiciansMutual.com

We're here when you need us.®

Physicians Mutual Names Rob Reed Chief Operating Officer

Omaha, Neb., May 19, 2008 – The Board of Directors of Physicians Mutual and Physicians Life Insurance companies named Rob Reed Chief Operating Officer and Executive Vice President of the companies. Most recently he was Chief Marketing Officer and Executive Vice President. Reed has also been a member of the Board of Directors since 2005.

Reed started with the company full-time in 1989. He has held various positions in the company's financial, marketing, government relations and customer areas. Reed graduated with a Bachelor of Arts degree from Georgetown University. He also holds a Master of Management degree from the J. L. Kellogg Graduate School of Management at Northwestern University.

Reed is active in the community, having served as a volunteer on boards with American Red Cross – Heartland Chapter, Camp Fire USA, Community Health Charities, Heartland Family Service, Metropolitan YMCA, and the Jesuit Partnership Council of Omaha. He was vice-chair of the United Way of the Midlands annual fund drive in 2007. He was appointed a Knights of Ak-Sar-Ben Councillor in 2007. He is also a volunteer with St. Robert Bellarmine Catholic Church and Little Brothers – Friends of the Elderly.

About Physicians Mutual

Physicians Mutual Insurance Company and Physicians Life Insurance Company, a member of the Physicians Mutual family, provide a full portfolio of health and life insurance products, as well as financial products. The companies have total assets exceeding \$2.6 billion.

Both Physicians Mutual and Physicians Life consistently receive high grades from independent insurance analysts. They have an A.M. Best rating of "A (Excellent)," based on financial strength. TheStreet.com Ratings gives Physicians Mutual an "A+ (Excellent)" and Physicians Life an "A- (Excellent)" based on financial security.

Founded in 1902, Physicians Mutual headquarters are in Omaha, Nebraska.