

# Committed to brokers Preferred by brokers

**Colonial Life**  
The benefits of good hard work.®

The 2014 *Benefits Selling* Readers' Choice Awards contest results are in and, once again, brokers consider Colonial Life a top benefits carrier. In fact, we've earned 36 first-place awards in nine years for products, service and innovation designed to help brokers protect and grow their businesses.

What we're proud of most? We earned this recognition by delivering the solutions you and your clients need in a way that consistently meets and exceeds your expectations.

Let's talk about  
how we can put  
our best-in-class  
products, service  
and innovation  
to work for you.



## Our 2014 results

**Best** Prepared for PPACA

**Best** Prepared for a Defined Contribution Future

**Best** Enrollment Company  
Brokers Could Not Live Without (runner-up)

# A tradition of excellence

## Benefits Selling Readers' Choice Awards

When it comes to the broker-preferred choice for a carrier to help protect and grow your business, it's clear – there is no competition.

1st Place Awards, 2006-2014

Colonial Life 36

Aflac 2

AIG  
Employee Benefits 1

Allstate  
Workplace Division -

American Fidelity  
Assurance Company -

Humana -

Transamerica  
Worksite Marketing -

## Products

### 2013 Winner

Best Consumer-Driven Health Care Products

### 2012 Winner

Best Consumer-Driven Health Care Products

### 2011 Winner

Best Consumer-Driven Products

### 2009 Winner

Best Consumer-Driven Health Care Products

### 2009 Winner

Best Limited Benefit Medical Product

### 2008 Winner

Best Voluntary Life Product

### 2008 Winner

Best Disability Product

### 2007 Winner

Best Whole Life Product

### 2007 Winner

Best Critical Illness Product

### 2006 Winner

Best Supplemental Medical Product

## Service

### 2014 Winner

Best Prepared for PPACA

### 2013 Winner

Best at Working with Brokers

### 2013 Winner

Best Prepared for Health Care Reform

### 2012 Winner

Best Service from an Enrollment Company

### 2012 Winner

Best at Working with Brokers

### 2012 Winner

Best Prepared for Health Care Reform

### 2011 Winner

Best Broker Relationships

### 2011 Winner

Best Service Provider from an Enrollment Company

### 2010 Winner

Best at Working with Brokers

### 2010 Winner

Best Enrollment

### 2009 Winner

Best Broker Relationships

### 2008 Winner

Most Broker Friendly

### 2007 Winner

Best Back Office Support

### 2006 Winner

Best Service from an Enrollment Company

### 2006 Winner

Easiest to Do Business With

## Innovation

### 2014 Winner

Best Prepared for a Defined Contribution Future

### 2013 Winner

Technology Company that Makes My Life Easiest

### 2012 Winner

Best Job Embracing New Technologies

### 2011 Winner

Best at Developing New Products and Client Solution Strategies

### 2011 Winner

Best at Embracing New Technologies

### 2010 Winner

Best at Embracing New Technology

### 2009 Winner

Most Innovative Technology Product

### 2008 Winner

Carrier at the Forefront of Consumer-Driven Health Market

### 2008 Winner

Most Innovative Carrier

### 2007 Winner

Best Broker Communications

### 2007 Winner

Most Innovative Carrier

Source: *Benefits Selling* magazine, Readers' Choice Awards, 2006-2014. To view awards in detail, go to [BenefitsPro.com](http://BenefitsPro.com).