



The Baltimore Life COMPANIES

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Baltimore Life to Support Life Insurance Awareness Month *Industry-wide effort to raise visibility of the need for life insurance*

Baltimore, Md. – September marks the 6th annual Life Insurance Awareness Month (LIAM), a nationally recognized public awareness campaign to encourage consumers to evaluate their life insurance needs and coverage. The Baltimore Life Insurance Company is a proud supporter of this campaign, which is coordinated by the Life and Health Insurance Foundation for Education (LIFE), the non-profit educational arm of the life insurance industry.

LIAM is a major insurance industry initiative that aims to raise the public's visibility on the value and need for life insurance. The theme of this year's campaign is the "Wonders of Life," and the concept is simple. We live for life's wondrous moments, and life insurance is all about ensuring that the life you've worked so hard to achieve for your loved ones won't come to halt if something were to happen to you.

Many exciting initiatives are in store. This year's LIAM spokesperson is actor Chris Noth, who is best known for his leading roles in *Sex and the City* and *Law & Order*. Baltimore Life's Home Office and local agencies will also be working throughout the month to get the word out about the importance of life insurance coverage.

For more information about Life Insurance Awareness Month, visit the LIFE Foundation's Web site at www.lifehappens.org.

About Baltimore Life

Established in 1882, The Baltimore Life Insurance Company has served seven generations of policyholders. By building and preserving high quality assets, Baltimore Life has upheld its commitments to policyholders through the years.

Baltimore Life is licensed in 49 states and the District of Columbia. For more information, please visit www.baltlife.com or call 1.800.628.5433.

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