

The Standard Launches 'Workplace Possibilities' Blog to Help HR Professionals Re-imagine How they Manage Disability

PORTLAND, Ore.--(BUSINESS WIRE)--February 22, 2011--

Standard Insurance Company ("The Standard"), a subsidiary of StanCorp Financial Group, Inc. (NYSE: SFG), today announced the launch of a new blog, Workplace Possibilities, which features tools and tips to help human resources managers change the way they manage disability in the workplace. The interactive blog is found at www.workplacepossibilities.com.

"This blog is an offshoot of The Standard's Workplace PossibilitiesSM program, which is a unique approach to helping keep employees at work and return from disability leave sooner," said Alison Daily, director of Workplace Possibilities and blog contributor. "Our team of Workplace Possibilities consultants empowers HR managers by identifying opportunities to keep employees on the job and get them back to work sooner, all with measurable reductions in disability-related costs."

The site will include blog posts from the consultants, nurse case managers, vocational counselors and experts specializing in disability and wellness initiatives that will provide tools and tips for a healthier workforce.

A few examples include ergonomic pointers for clerical workers and ways to change how employers manage mental health disability. It will also feature stories of employees who were able to return to work successfully with guidance, support and tools to manage their comeback after a disability leave. Workplace Possibilities also will offer insight into some of the latest headlines in disability management news, such as new technologies for helping visually-impaired employees in the workplace or updates to employment laws and regulations.

"When people have the tools and custom accommodations to be more productive at work, they stay at work," said Daily. "That means employees are bringing home a paycheck, supporting their families and, most important, taking pride in their work with the confidence and support of their employer. The Workplace Possibilities blog shares their success stories."

About the Workplace Possibilities program

Workplace Possibilities is a unique, proactive approach to helping employers prevent and manage disability in the workplace. By identifying opportunities to keep employees who may be at risk of disability on the job and get those who go out on disability back to work sooner, the

program helps employers realize rapid and measurable reductions in disability-related costs. For more information, please visit www.workplacepossibilities.com.

About The Standard

The Standard is a leading provider of financial products and services. The company serves approximately 7.6 million customers nationwide as of December 31, 2010, with group and individual disability insurance, group life, AD&D, dental and vision insurance, retirement plans products and services, individual annuities and investment advice. For more information about The Standard, visit www.standard.com.