



The Standard Launches Online Educational Modules for Disability and Life Insurance Customers

Press Release: The Standard – Wed, Oct 10, 2012 9:00 AM EDT
PORTLAND, Ore.--(BUSINESS WIRE)--

Standard Insurance Company (“The Standard”) is offering its group disability and life insurance customers online interactive educational modules to help employees better understand their available life and disability insurance in a simplified way.

“The modules are designed to offer employees a go-to benefits resource that aims to help overcome enrollment barriers and help employees make the right decision during enrollment,” said John Jones, assistant vice president, E-Business with The Standard. “During times when contributory coverages are playing a larger role in employers’ benefits offerings, it is critical to find fresh, engaging ways to educate and assist employees.”

The modules are customizable and tailored to the benefits and features of the employer’s insurance policy. For instance, employees can learn the basics of how their specific policy works, how to estimate their needs and select appropriate coverage, and how to enroll. This approach gives employees an opportunity to take full advantage of their benefits. Other key features include:

- Calculator tools that help motivate individuals to apply for coverage and protect their long-term finances
- An intuitive step-by-step guide through the life and disability benefits decision-making process
- A direct link to the employer’s enrollment website or form
- Engaging voiceovers and video animations

“For businesses with remote locations or a small number of employees, this tool allows employers an easy, yet effective, way to walk through enrollment materials when an on-site option is not feasible,” Jones said. “This approach allows us to deliver relevant, consistent information about benefits in a cost-effective and simplified manner for our customers’ employees.”

About The Standard

The Standard is a leading provider of financial products and services, including group and individual disability insurance, group life and accidental death and dismemberment insurance, group dental and

vision insurance, absence management services, retirement plans products and services, individual annuities and investment advice. For more information about The Standard, visit www.standard.com.

The Standard is the marketing name for StanCorp Financial Group, Inc. and its subsidiaries: Standard Insurance Company, The Standard Life Insurance Company of New York, Standard Retirement Services, Inc., StanCorp Mortgage Investors, Inc., StanCorp Investment Advisers, Inc., StanCorp Real Estate, LLC, and StanCorp Equities, Inc.

Contact:.

General Media

Bob Speltz, Director, Public Affairs, 971-321-3162

bob.speltz@standard.com

or

Investor Relations and Financial Media

Jeff Hallin, Assistant Vice President, Investor Relations, 971-321-6127

jeff.hallin@standard.com

or

Bader Rutter & Associates

Ashley Schaible, 262-938-5567

aschaible@bader-rutter.com