

For More Information Contact:

Mutual of Omaha: Andy Halperin, 402-351-2903, andy.halperin@mutualofomaha.com

Everest: Melissa Stevens, 713-419-0000, melissa@stevensprgroup.com

For Immediate Release

Mutual of Omaha Announces New Guaranteed Plus Whole Life Policy with Funeral Planning Services

Innovative new solution to simplify funeral planning process for customers

OMAHA, Neb. (Oct. 9, 2018) – United of Omaha, a [Mutual of Omaha](#) company, today announced Guaranteed Plus Whole Life insurance, an innovative new life insurance policy with a no additional cost rider that helps simplify the funeral planning process for consumers.

Created through a strategic alliance with [Everest Funeral Concierge Service](#), Guaranteed Plus includes the benefits of a Guaranteed Whole Life policy from United of Omaha, plus funeral planning services from Everest, including 24-hour personalized funeral planning assistance, secure online planning tools and online will preparation services.

Guaranteed Plus will be available for consumers to purchase online or over the phone in select states beginning Nov. 5, 2018.

“After spending a great deal of time listening to our customers, we learned they want to make funeral planning simple and affordable, both for themselves and for the loved ones they leave behind,” said Brian Poppe, Senior Vice President at Mutual of Omaha. “Guaranteed Plus was designed with these needs in mind. Through our collaboration with Everest, we’re excited to be able to offer this innovative new solution that makes the funeral planning process more simple and affordable. Not only will it provide our customers added peace of mind, it will allow their families to grieve rather than worry about all of the little details that go into planning a funeral.”

In February, Mutual of Omaha surveyed life insurance consumers to learn more about their needs. The results of the survey showed 81 percent of consumers want a more simplified funeral planning process, while 76 percent want help finding a funeral home that offers fair prices for their funeral.

“Everest exists to advocate for families, to be their champion and to offer support and independent advice during one of life’s most challenging times,” said Mark Duffey, President and CEO of Everest Funeral Concierge. “We’re very pleased to collaborate with Mutual of Omaha to help make funeral planning simple and affordable for life insurance customers.”

Highlights of Guaranteed Plus include:

- Available in face amounts up to \$25,000
- No medical exam required
- Guaranteed death benefits as long as premiums are paid
- 24-hour funeral concierge assistance to help consumers with funeral decisions, including gathering and presenting funeral pricing in an easy-to-understand format and negotiating prices with funeral homes and other funeral-related service providers
- Cost comparison tools to help consumers compare costs at local funeral homes
- Secure online planning and storage tools, which allow consumers to put wishes in writing and communicate those wishes to family members
- Online services to help create a will, healthcare directive or power of attorney
- Expedited payment of life insurance proceeds to help cover funeral costs

For more information about whole life insurance from United of Omaha, visit www.mutualofomaha.com/life-insurance or refer to the policy for additional details.

About Mutual of Omaha

Founded in 1909, Mutual of Omaha is a Fortune 500 organization offering a variety of insurance, banking and financial products for individuals, businesses and groups throughout the United States. In the individual market, Mutual is a leader in the Medicare Supplement, life, long-term care, disability and annuity lines. The company also offers a portfolio of employee benefit and retirement solutions and banking products and services through Mutual of Omaha Bank. For more information about Mutual of Omaha, visit www.mutualofomaha.com.

About Everest Funeral Concierge Service

Everest is the first nationwide funeral concierge service. An independent consumer advocate, Everest was created to provide a world-wide service to help streamline and simplify the funeral process for grieving families. Its sole purpose is to provide information and independent, expert advice to consumers when they need to make informed choices about funeral-related issues. Serving as an impartial consumer advocate, Everest is not a funeral home, nor does it sell funeral goods or services and does not receive commissions from funeral homes or other providers in the funeral industry. Today, Everest services are available to more than 25 million people in the United States and Canada. Visit www.EverestFuneral.com for more information.

###