

# **PRESS RELEASE**

## **INVESTORS HERITAGE NAMES JAY SLATTON DIRECTOR OF PRENEED DEVELOPMENT**

FRANKFORT, KY – FEBRUARY 13, 2019 – Investors Heritage Life Insurance Company (“Investors Heritage”) announced today that Jay Slatton has been named Director of Preneed Development. In this role, Mr. Slatton will work closely with field directors and prospects to help Investors Heritage build on its platform of leading preneed solutions. He will continue in his role as Regional Preneed Director, operating out of Tennessee.

“We are pleased to name Jay Slatton as our Director of Preneed Development,” said Harry Lee Waterfield II, Chief Executive Officer at Investors Heritage. “The preneed space is a core part of our business, one we are deeply committed to, and we believe Jay’s experience will benefit our funeral home accounts, our products, services, and the company for the long term. We look forward to working with Jay to grow our preneed market share in our current regions and into new markets nationally.”

While active with Investors Heritage since 2009, Mr. Slatton joined Investors Heritage in 2015 as Tennessee Regional Manager, working closely with the Tennessee Funeral Directors Association and local funeral homes. Prior to joining Investors Heritage, he worked actively as a licensed funeral director for 15 years. He is the first funeral director to be named a member of the Investors Heritage management team.

“Investors Heritage has established a reputation for providing first-class service and products that help people plan for their and their loved ones’ future needs,” Mr. Slatton said. “By working closely with funeral directors and having worked in the industry myself, I want to ensure that those needs continue to be met thoroughly and efficiently. Together, we will build on that tradition and give more people nationwide the peace of mind that they are looking for.”

## **About Investors Heritage Life Insurance Company**

Investors Heritage Life Insurance Company offers its policyholders a wide range of insurance solutions backed by a track record of exceptional service. The company was founded in 1960 and is headquartered in Frankfort, Kentucky, with a rich and growing tradition of providing tools to help people build and manage their legacies as a leader in preneed and final expense policies, and through its new retirement and wealth management offerings. For more information, please visit [investorsheritage.com](http://investorsheritage.com).

###

## **Media Contact**

Anthony Lacavaro

917.526.2533

[apl@skybreakllc.com](mailto:apl@skybreakllc.com)