



INVESTORS HERITAGE ENTERS ANNUITY SPACE WITH LAUNCH OF HERITAGE BUILDER ANNUITY

FRANKFORT, KY – November 16, 2018 – Investors Heritage Life Insurance Company (“Investors Heritage”) announced today that it has expanded its suite of leading service offerings with the launch of the Heritage Builder Annuity, a single-premium deferred, multi-year, rate-guaranteed annuity.

Investors Heritage is a Kentucky-domiciled life insurance company currently licensed in 38 states. The company has long been a market leader in preneed life and final expense insurance. The expansion of its insurance solutions into the annuity space is designed to complement these offerings that focus on providing policyholders with the confidence that their future needs are addressed.

“Investors Heritage has always sought to combine an innovative approach with a family-rooted commitment to serve our customers,” said Harry Lee Waterfield II, Chief Executive Officer at Investors Heritage. “Our focus has always been on customer service, from a platform that we have built one client at a time, one policy at a time. New products such as the Heritage Builder Annuity help us meet the needs of more people seeking long-term, reliable solutions to support their retirement, their families, and beyond.”

The Heritage Builder Annuity has some of the leading rates in the industry while also offering a number of liquidity options to policyholders. The annuity marks the first product introduced since the company went private in a transaction with Aquarian Holdings in March.

“While this is the first new product out since we partnered with Investors Heritage, we have been working together to grow our existing business as well,” said John Frye, Operating Partner at Aquarian who is responsible for its insurance operations. “What Investors Heritage has built in the preneed and final expense space is an exceptional foundation for growth.”

In developing the Heritage Builder Annuity, Investors Heritage and Aquarian worked closely with leading annuity distribution companies to determine what the industry needed. “We want to be able to deliver products that help our clients build their investment base, solve problems, and deliver peace of mind and trust,” he said.



In addition to building new products, Investors Heritage and Aquarian also worked together to refresh the insurer's brand and launch a new website in September.

"The partnership between Investors Heritage and Aquarian has been incredibly productive over these last seven months," said Rudy Sahay, Chairman of Investors Heritage and Managing Partner at Aquarian Holdings. "The company has a new look and feel, but one that still reflects its history of service. We are helping Investors Heritage build out its product offerings – this annuity being the first of many to come – as well as working closely with the Commonwealth of Kentucky, which has been highly supportive of our plans to grow."

About Aquarian Holdings

Aquarian Holdings is a private investment firm that invests in strong companies across a range of industries, with a focus on insurance and financial services. For more information, please visit www.aquarianlp.com.

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.

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MEDIA CONTACT

Anthony Lacavaro
Aquarian Holdings
1 (212) 720-1015
Alacavaro@aquarianlp.com