



Assurant Expands Latin American Footprint with Investment in Iké Asistencia

New Alliance Creates Opportunities to Accelerate Growth of Multiple Assistance Protection Programs in Six Countries

NEW YORK, Jan. 22, 2014 -- Assurant, Inc. (NYSE: AIZ), a premier provider of specialty insurance and insurance-related products and services, announces it reached an agreement to make an equity investment of \$115 million in Iké Asistencia (Iké), a services assistance business with significant operations in Mexico and other countries in Latin America. The first phase of the transaction, which involves Ike's Mexico operation, is complete. The second phase related to Ike's other Latin American operations is expected to close in first quarter 2014.

Iké Asistencia, based in Mexico City, is the largest independently owned assistance business with substantial market share in Mexico and five countries in Latin America. With annual revenues in excess of \$170 million, Iké serves more than 18 million customers. Primary offerings include roadside assistance, home assistance, travel, mobile and other protection products. The majority of Iké's services are offered through leading banks, retailers, automobile manufacturers and telecommunications companies in Latin America.

"Our investment provides opportunities to leverage Iké Asistencia's operational infrastructure, expands the portfolio of services Assurant Solutions provides consumers and strengthens our presence in Latin America," said Robert B. Pollock, president and CEO of Assurant, Inc.

Iké will continue to operate independently and will collaborate with Assurant Solutions to offer clients a broader range of products and services. The investment in Iké is expected to make a modest contribution to Assurant's 2014 earnings. Under the terms of the definitive agreements, options exist for Assurant to acquire the remaining interest in Iké over time.

"This investment by Assurant creates a valuable partnership that we believe will benefit the growth of both of our companies," said José Canasi y Azar, Chairman of the Board, Iké Asistencia. "Assurant's financial strength and specialty protection expertise will allow us to build on our well-established reputation of service for our clients and customers in Mexico and throughout Latin America."

About Assurant

Assurant is a premier provider of specialized insurance products and related services in North America, Latin America, Europe and other select worldwide markets. The four key businesses -- Assurant Solutions, Assurant Specialty Property, Assurant Health and Assurant Employee Benefits -- partner with clients who are leaders in their industries and build leadership positions in a number of specialty insurance market segments. Assurant businesses provide mobile device protection; debt protection administration; credit-related insurance; warranties and service contracts; pre-funded funeral insurance; solar project insurance; lender-placed homeowners insurance; renters insurance and related products; manufactured housing homeowners insurance; individual health and small employer group health insurance; group dental insurance; group disability insurance; and group life insurance.

Assurant, a Fortune 500 company and a member of the S&P 500, is traded on the New York Stock Exchange under the symbol AIZ. Assurant has approximately \$29 billion in assets and \$8 billion in annual revenue. Assurant has approximately 15,500 employees worldwide and is headquartered in New York's financial district. For more information on Assurant, please visit www.assurant.com and follow us on Twitter ([@AssurantNews](https://twitter.com/AssurantNews)).

About Iké Asistencia

Iké is a leader in the assistance services field in Latin America. With offices in Mexico, Puerto Rico, Argentina, Brazil, Colombia and Venezuela, Iké manages more than 1.7 million services a year related to more than 20 different types of fee-based services. The company strives for the full satisfaction of its clients, providing peace of mind and confidence through the provision of timely and professional services. Iké services are available 24 hours a day, 365 days a year to its clients and customers through a wide supplier network at the national and international levels. More information is available at <http://www.ikeasistencia.com>.

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CAUTIONARY STATEMENT - Some of the statements included in this news release, particularly statements regarding the expected impact of this strategic investment on our operations and financial results, may be forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on management's best estimates, assumptions and projections and are subject to significant uncertainties. Actual results may differ materially from those projected in the forward-looking statements. Assurant undertakes no obligation to update any forward-looking statements in this news release as a result of new information or future events or developments. For a detailed discussion of the general risk factors that could affect our results, please refer to the risk factors identified in our annual and periodic reports, including but not limited to our 2012 Annual Report on Form 10-K, as filed with the U.S. Securities and Exchange Commission.

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