

Assurant Solutions Launches Connected Living Division

Provides seamless protection and technical support for the connected consumer and the smart home

ATLANTA, Nov. 19, 2014 -- Helping consumers protect their increasingly connected lives from disruption is the driving force behind the launch of Assurant Solutions' Connected Living division.

As the lines between smartphones, appliances, consumer electronics and other connected devices become blurred, Assurant Solutions is integrating its mobile and extended warranty programs divisions to focus on delivering comprehensive protection for the connected consumer. The Internet of Things market is expected to grow to \$9 trillion with more than 200 billion connected units by 2020, according to IDC.

"Whether through applications, services or insurance, Assurant Solutions is working to simplify the way consumers purchase protection and device support for their smart devices and smart homes," said Mike Anderson, chief operating officer of Assurant Solutions. "We expect this shift in focus to provide a significant competitive advantage for communications providers, mobile carriers, manufacturers, retailers, financial institutions and other industries, helping them participate more successfully in the connected marketplace."

The organizational realignment brings together 1,700 employees under a single management team, driving innovation and accelerating the time to market. Products and services under the Connected Living umbrella include:

- Mobile device insurance
- Extended protection programs for home appliances and consumer electronics
- Technical support, repair and logistics
- Identity theft and data security solutions

With more than 25 million mobile device insurance subscribers and 80 million extended protection policyholders worldwide, Assurant Solutions can leverage valuable consumer insight and technological expertise to provide one comprehensive source to protect and maintain the uninterrupted functionality of a consumer's connected life.

"We are entering the era of the connected consumer. People are increasingly dependent on connected products to manage their lives, and the impact from disruptions will grow as will the demand to become quickly and easily reconnected," said Manny Becerra, president of Connected Living for Assurant Solutions. "That's why we're here. We're keeping products connected to each other, customers connected to their products and clients connected to their customers."

About Assurant Solutions

Assurant Solutions businesses develop, underwrite, market and administer specialty insurance including mobile device protection, extended service contracts and other risk management solutions through collaborative relationships with mobile carriers, electronic goods and household appliance manufacturers, retailers, leading financial institutions, automobile dealers, funeral homes and other entities. Assurant Solutions serves customers and clients in Europe, North America, the Caribbean, Latin America and Asia. With operations in 24 locations worldwide, the Assurant Solutions executive offices are based in Atlanta, in the United States. www.assurantsolutions.com Follow us on Twitter [@AssurantMatters](https://twitter.com/AssurantMatters).

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, 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 \$30 billion in assets and \$9 billion in annual revenue. Assurant has approximately 17,500 employees worldwide and is headquartered in New York's financial district. www.assurant.com

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