



ASSURANT

## **Assurant Appoints Mark J. Bohlen to Fill New Senior Vice President, Marketing Role**

NEW YORK, Aug. 17, 2007 -- Assurant, Inc. ("Assurant") (NYSE: AIZ), a premier provider of specialty insurance and insurance-related products and services, announced today that it has named Mark J. Bohlen to fill the newly formalized position of senior vice president, marketing, effective Sept. 1, 2007.

Reporting to Michael J. Peninger, Assurant's interim chief financial officer, Mr. Bohlen will be responsible for leading a cross-company team that generates, analyzes, tests and disseminates revenue and profit-generating business ideas to benefit Assurant's clients and customers. He will also be responsible for strategic brand management at Assurant.

"Creating this position formalizes the role Mark has been performing over the past year. This has enabled us to build upon the marketing and business-building initiatives already taking place within each of our specialty insurance businesses and underscores our commitment to pursuing opportunities for long-term profitable growth," said J. Kerry Clayton, Assurant's interim president and chief executive officer. "Mark is an exceptional marketing professional with 22 years of experience in consumer products and financial services marketing. We look forward to his continued leadership as we focus on addressing the unmet needs of clients and customers through our proven business model."

Mr. Bohlen, 46, will maintain offices in New York and Kansas City. He joined Assurant in 1998 as senior vice president, marketing and customer relations, Assurant Employee Benefits. Prior to joining the company, he held marketing and brand management positions at Citibank, Nabisco Biscuit Company and McCain Foods. He is the former chair of the Life Insurance Market Research Association (LIMRA) Group Insurance Marketing Committee and a graduate of Kansas City Tomorrow, a community leadership development program. He also serves on the Board of Directors of CommunityLINC, a not-for-profit organization that aids homeless families.

Assurant is a premier provider of specialized insurance products and related services in North America and selected international markets. Its four key businesses -- Assurant Solutions; Assurant Specialty Property; Assurant Health; and Assurant Employee Benefits -- have partnered with clients who are leaders in their industries and have built leadership positions in a number of specialty insurance market segments worldwide.

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 over \$25 billion in assets and \$7 billion in annual revenue. [www.assurant.com](http://www.assurant.com)

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