



## **Assurant Launches New Brand Identity**

NEW YORK, NY, March 1, 2004 -- Assurant, Inc. (NYSE: AIZ), formerly Fortis, Inc., a provider of specialized insurance and insurance-related products, today launched a national advertising campaign to promote its new name and brand identity. After operating as an independent arm of Fortis Insurance N.V. for the past 25 years, the company changed its name in connection with its February 5, 2004 initial public offering on the New York Stock Exchange.

"Our successful initial public offering marks a new beginning for Assurant," said J. Kerry Clayton, President and Chief Executive Officer, Assurant. "Our name and logo may have changed, but our strategy and values have not. We continue to remain focused on being a premier provider of specialized insurance products and related services."

The new Assurant logo -- comprised of three brightly colored and tightly woven threads -- represents the integration of the three core capabilities the organization provides: risk management expertise, customized technology and long-term client partnerships. The unique combination of these strengths enables Assurant to deliver specialty insurance products and related services that provide maximum risk protection for its clients.

"An in-house team of employees worked on the new brand and partnered with Carbone Smolan Agency, a New York City-based boutique design firm, who developed our new logo and ad campaign," continued Clayton. "By playing a key role in the development, our employees brought in-depth knowledge as well as a passion for the new brand."

"Our experience working with the Assurant employees was both unique and rewarding," said Ken Carbone, Partner, Carbone Smolan Agency. "It is rare that a company has so many talented internal resources able to contribute to a new branding initiative. Together we were able to weave the core strengths of the four business units into a campaign that supports the Assurant story."

The campaign, which focuses on announcing the new name of the company and its promise to 'bring clarity to complexity', is scheduled to run over the next several weeks. Ads will be featured in national print media outlets, including The Wall Street Journal and The New York Times, as well as select publications in regions where Assurant businesses are located such as The Miami Herald, the Atlanta Journal Constitution, the Milwaukee Journal Sentinel, and The Kansas City Star.

### **About Assurant**

Assurant is a premier provider of specialized insurance products and related services in North America and selected other markets. Through its four key business units -- Assurant Employee Benefits; Assurant Health; Assurant Preneed; and Assurant Solutions -- the company provides creditor-placed homeowners insurance; manufactured housing homeowners insurance; debt protection administration; credit insurance; warranties and extended services contracts; individual health and small employer group health insurance; group dental insurance; group disability insurance; group life insurance; and pre-funded funeral insurance. Assurant has partnered with clients who are leaders in their industries and has built leadership positions in a number of specialty insurance market segments in the U.S. and selected international markets. The company, which is traded on the New York Stock Exchange under the symbol AIZ, has approximately \$22 billion in assets and \$6 billion in revenue. Assurant has more than 12,000 employees nationwide and is headquartered in New York's financial district.

### **About Carbone Smolan Agency**

Carbone Smolan Agency is a creative strategy and design firm with over 25 years experience producing communications programs for clients such as Morgan Stanley, Quick & Reilly, Merrill Lynch, Deloitte, and Putnam Investments. In addition to brand strategy, Carbone Smolan Agency is known for its work in interactive media, environments, and advertising.