



As Utah's oldest active life insurance company, we have been Equitable Life & Casualty since the company was founded in 1935 by the Ross family. This year is a milestone year as we celebrate our 85th anniversary. Anniversaries are a time to celebrate where we came from and how far we have come, but they are also to celebrate how we have changed. Our identity has evolved since entering the annuity space and you have been an integral part of our growth. With over \$2 billion in sales premium, we have come a long way and continue to operate under our guiding principal of our *commitment to caring*.

We are proud to announce we will be changing our brand name and corporate identity to **SILAC Insurance Company**. The name change is a result of our rebranding effort designed to mirror the growth, strength, and transformation of our company. Our focus is to continue to be transparent and provide simple, clean competitive products tied with best in class service across the board.

As SILAC Insurance Company, we are marrying our old traditions with new traditions while simultaneously moving our new brand forward as a leading fixed annuity insurance carrier.

What to expect?

We will gradually transition to our new name throughout 2020 and will officially be **SILAC Insurance Company on January 1, 2021**. There will be no changes to our current structure which includes ownership, staff, location, contact information and tax ID, and we will continue normal operations using our new company name, SILAC Insurance Company.

Our rebrand campaign will be an ongoing effort for our agents, policyholders and partners to become familiar with our new name and branding. Policyholders will receive an email communication on July 21 and a letter will be mailed out within a week of the email. We will start using a transitional logo in our communications:



Rebrand Campaign Key Dates:

Policyholder announcement: July 21, 2020

Press Release: No later than August 1, 2020

Website and Portals: Branding switches November 1, 2020

If you have any questions or concerns, please email us at questions@equilife.com

