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IHC Group Launches New Branding Campaign

Focuses on “Growing Business Together” with Insurance Producers

Stamford, CT – June 2, 2008 -- The IHC Group, an insurance organization composed of Independence Holding Company (NYSE:IHC) and its operating subsidiaries, has announced the debut of a new branding campaign, which incorporates the company's new logo and Web address.

“We have assembled 14 best-of-class companies during the past several years and our new branding campaign was designed to unite us with a consistent look and feel. Combining all of Independence Holding Company's member companies under one umbrella of the IHC Group, along with our new logo and Web site, captures the essence of who we are and what we stand for while maintaining each company's unique entrepreneurial culture,” said Jeff Smedsrud, chief marketing and strategy officer of the IHC Group.

The IHC Group unveiled its new campaign at its annual Leaders Conference, where health insurance sales producers and industry experts from all over the U.S. gathered to learn about IHC Group initiatives and health insurance industry trends.

“The theme of this year's Leaders Conference was ‘Growing Business Together’ which is also one of our key business strategies,” said Smedsrud. “We rely on the producer community to help us better serve our insureds, and our focus is on how we can be easier to do business with, while helping producers grow their business. This producer-centric attitude, along with our stock ownership program, are what set us apart from other companies.”

The IHC Group's new Web site is www.ihcgroup.com. The branding campaign also includes a series of new print advertisements in insurance industry publications, a corporate video, educational Webinars and booth exhibits at insurance industry trade shows.

About IHC Group

The IHC Group is an insurance organization composed of Independence Holding Company (NYSE:IHC) and its operating subsidiaries, including Madison National Life Insurance Company, Inc., Standard Security Life Insurance Company of New York and Independence American Insurance Company. The IHC Group has been providing life, health and stop-loss insurance solutions for over 25 years. For more information on Independence Holding Company and the IHC Group, visit www.ihcgroup.com.