

North Carolina Mutual to Unveil New Brand at Annual Policyholders Meeting

Durham, NC (March 22, 2017) – North Carolina Mutual Life Insurance Company will hold its annual policyholders meeting Wednesday, March 22, 2017. The meeting will begin at noon at Duke Memorial United Methodist Church, 504 West Chapel Hill Street in Durham.

President and CEO Michael L. Lawrence will brief attendees on the company's direction and financial status before unveiling the company's new logo and rebranding efforts.

New Name, New Logo, New Initiatives

The oldest life insurance company licensed in the State of North Carolina is North Carolina Mutual Life Insurance Company in Durham. Now 118 years old, North Carolina Mutual continues to be a symbol of African American entrepreneurship and one of the earliest and most successful efforts to serve the underserved African American community.

On March 22, 2017, the iconic African American insurance company will officially change its name to NC Mutual. The name will closer reflect the common vernacular names of the company - The Mutual or North Carolina Mutual. As NC Mutual, the company will have expanded business divisions including funeral funding and an agency group with offerings of insurance types beyond life insurance. The new name and brand will build upon the bond and trust created within the community. Today, NC Mutual is life insurance and so much more.

As the needs of the customer base has become more sophisticated, NC Mutual has partnered with top-rated property and casualty providers to offer a wider range of solutions for individuals and families. From homeowner and automobile policies to health insurance solutions, the company has offerings to better meet the needs of the communities they serve.

The new brand is part of an effort to re-introduce the company to their traditional African American market. With new products and services, the company is poised to be the company of choice for African American families and businesses as well as companies looking to choose more diverse vendors.

The venerable company has maintained a nationally-recognized brand that has symbolized strength and wealth building for African Americans. The new brand will be used exclusively after its introduction at the Annual Policyholders meeting on March 22.

NC Mutual is rooted in North Carolina and continues to start new initiatives at home, where it all began. As the company moves towards 120 years of operation, it is moving forward with a new CEO, Michael L. Lawrence, and new technology, programs and products to meet the needs of not only African Americans, but a broader spectrum of clients in North Carolina.

NC Mutual offers a wide variety of consumer insurance products, including life, home, auto and other property and casualty; and insurance coverage and employee benefits packages for businesses. It provides important financial services to the funeral industry, including advance funding and advance funeral planning services. Since its founding 118 years ago, North Carolina Mutual has been recognized for the personalized service it provides its policyholders.

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