

FOR IMMEDIATE RELEASE

**NEW BRANDING UNVEILED FOR CAPITAL ASSURANCE  
CORPORATION AND STANDARD LIFE OF INDIANA**

Indianapolis, IN – August 19, 2005 -- Capital Assurance Corporation has unveiled the new logo design for the company and its subsidiary, Standard Life Insurance Company of Indiana. The two logos will be similar, but with different color schemes. The colors used for Standard Life remain the same as the colors used in the previous logo.



The branding's simple, clean design reflects the company's commitment to simple, easy-to-understand savings products.

"In an industry that seems bent on confusing its customers," says CEO John Franco, "we're simplifying. Annuities shouldn't be complicated. They're long-term, tax deferred savings. They're simple, honest and pay a good return. We believe that's what the market wants, and that's what this brand is going to stand for."

Capital Assurance Corporation has offices in Indianapolis, Indiana, and Prospect, Kentucky. It purchased Standard Life of Indiana on June 8, 2005.

Standard Life is licensed in 48 states, with more than \$1.5 billion under management.

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