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News Release

FOR IMMEDIATE RELEASE

FaithLife Financial announces retirement of Dieter Kays

WATERLOO, ONTARIO – Dr. Dieter Kays, President and Chief Executive Officer of FaithLife Financial, has announced that he plans to retire as of September 30, 2010, after more than six years at the helm of FaithLife Financial. Wayne Musselman, Chair of the Board of Directors expects the Board will name a successor to Dr. Kays by the end of May, 2010.

“It has been a privilege and honour to be associated with this wonderful organization for over 50 years – starting as a Lutheran Life member, then as a board director and most recently as the senior officer. It truly is a company that makes a difference in peoples’ lives, and builds a better world,” said Kays.

Dr. Kays’ accomplishments

- Renewed funding commitment for the organization’s fraternal value proposition
- Expanded the organization’s mandate from Lutheran-based to the broader Christian community
- Initiated international disaster relief efforts
- Developed a partnership with U.S.- based Thrivent Financial for Lutherans

“I have been impressed with Dieter’s visionary leadership and his ability to identify strategic opportunities that move the business forward. We will miss his counsel and expertise very much, but we wish him well as he leaves to spend more time with his family and explore new opportunities,” said Musselman.

Dr. Kays joined FaithLife Financial in 2004. He holds a Ph.D. specializing in organizational leadership from Wilfrid Laurier University and is a graduate of the Stanford Executive Program. He is also an ordained Lutheran pastor. Prior to his work with FaithLife Financial, he served as CEO of Lutherwood, a multi-faceted health and social services organization in Waterloo Region.

About FaithLife Financial

FaithLife Financial is a not-for-profit financial services organization that provides life insurance, income protection and investment products for approximately 31,000 Canadian Christians, managing assets in excess of \$400 million. As a fraternal benefit society, it reinvests earnings in its members, their congregations and communities, as well as people in need worldwide. In 2009, FaithLife Financial’s total charitable impact was \$2.3 million. It operates in British Columbia, Alberta, Saskatchewan, Manitoba and Ontario.

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May 6, 2010

Attachments: Photo of Dr. Dieter Kays