

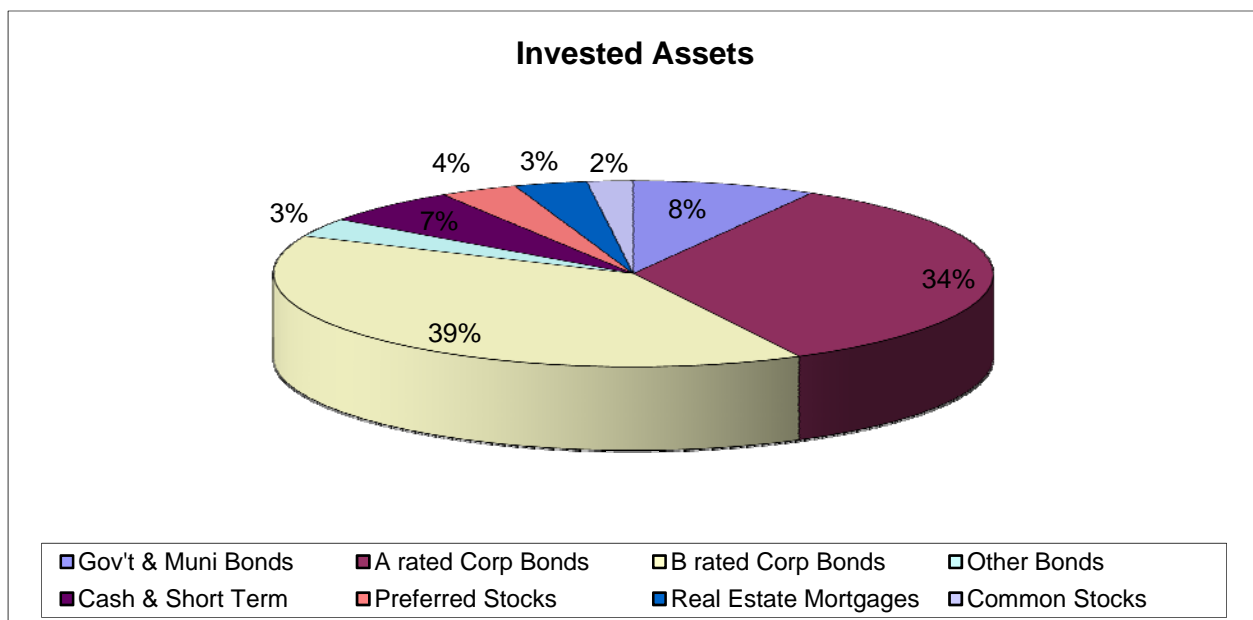


Third Quarter 2009 Financial Update

October 23, 2009

During the third quarter of 2009 the nation’s economic conditions stabilized bringing some relief into the financial markets. Most economists are indicating that the recession is finally over and there will be a recovery even though it will be slow. Great Western participated in the benefits of the looming recovery and have seen our investment portfolio continue to gather strength. With the market stabilizing, the greatest question now seems to be, “What will happen to inflation?” For the first time in over 50 years, inflation has been negative on a year- over-year basis. Great Western has, however, increased the growth rate credited to our policies despite the nonexistence of inflation this year.

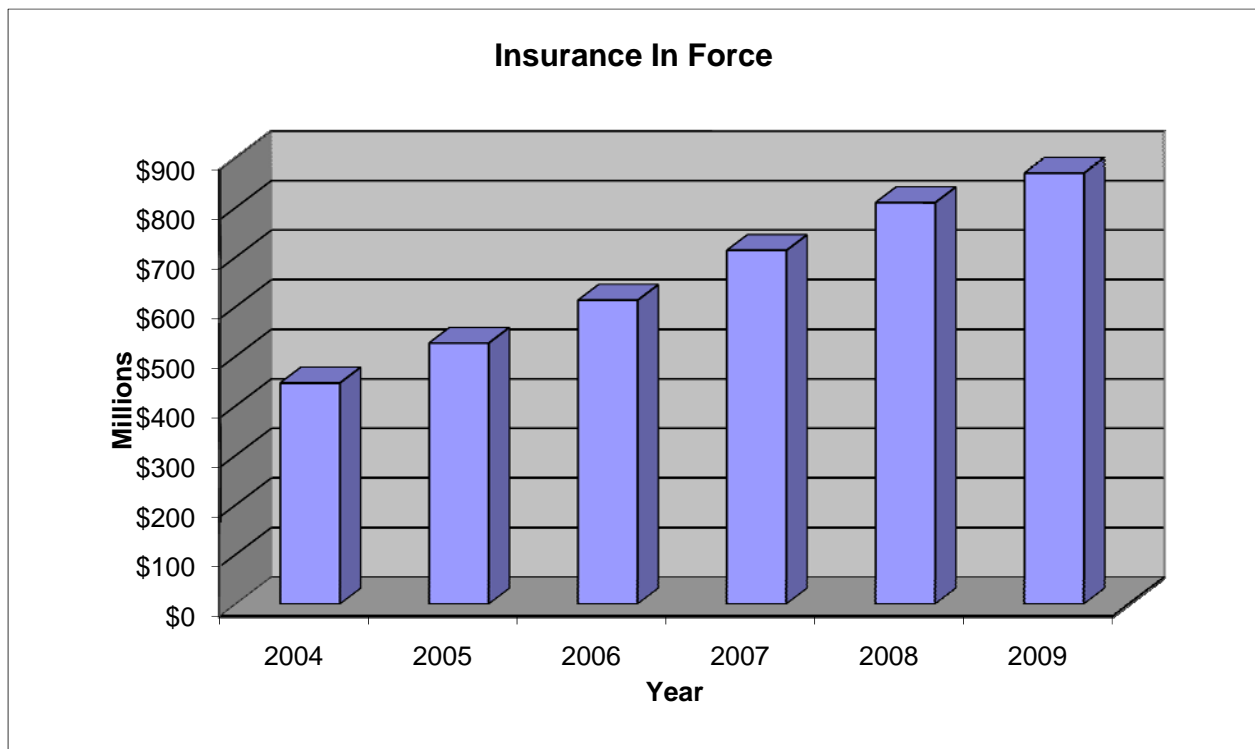
Great Western continues to experience consistency in premium income and a very high persistency rate indicating our policyholders value the importance of their decision to plan ahead. During the first half of the year, we were cautiously optimistic about the economy; this proved justified with the financial results of the 3<sup>rd</sup> quarter. Our assets have grown from \$403,032,000 to over \$447,245,000. The current investment mix of our assets is 84.9 percent in government and corporate bonds, 6.3 percent in cash and short-term bonds, 3.5 percent in preferred stocks, 3.2 percent in real estate mortgages, and 2.1 percent in the equity markets.



## Third Quarter 2009 Financial Update (con't)

Our net gain from operations increased by \$811,165 or 39 percent during the quarter. This is in line with the company's expectations and demonstrates our ability to deliver solid improvement during the current economic environment. Surplus has increased from the prior year period total of \$19,684,000 to \$32,446,000 in September 2009.

With continual growth from our core funeral home clients and strong agencies, we have been able to see our insurance business grow despite the nation's struggles. Our sales have remained strong and our Insurance in Force is up \$59,388,000 from the start of the year to a new historic high of \$869,403,308.



Great Western's strategic investments continue to add strength and security to our investment portfolio. We also continue to benefit from expense reduction initiatives implemented earlier in the year.

As a funeral director owned company, Great Western remains dedicated to the funeral profession and committed to providing quality products to meet the needs of our clients' families.