

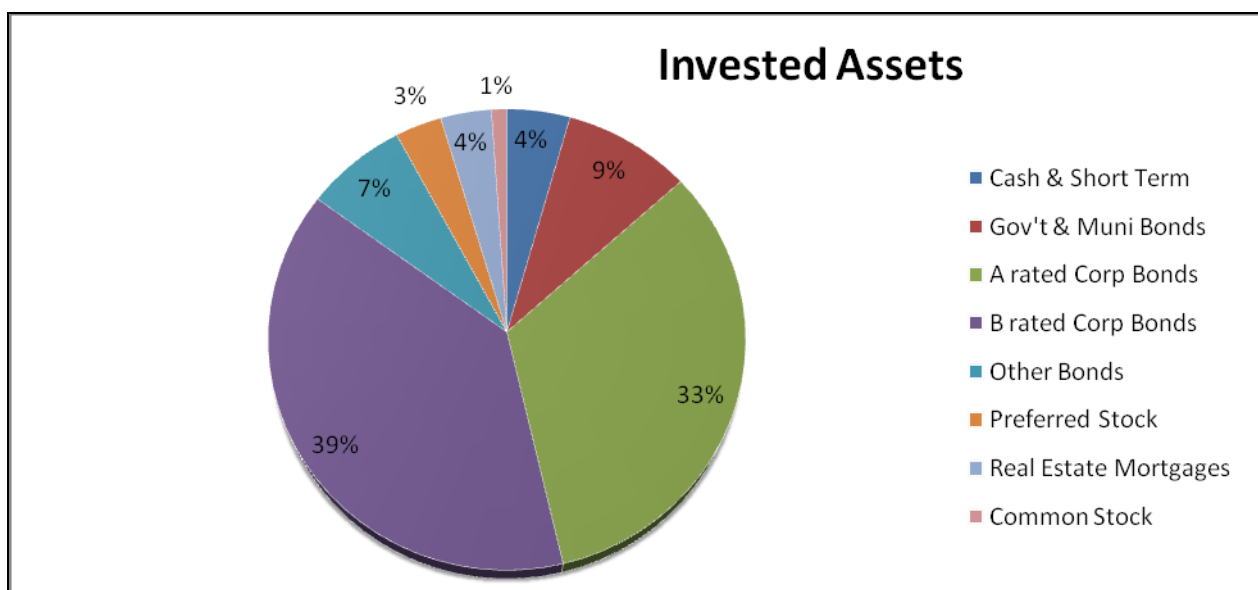


2009 Financial Update

March 10, 2010

For 26 years Great Western Insurance Co has provided quality preneed products for the funeral profession and 2009 was another strong year of solid performance. We participated in the benefits of the economic recovery experienced in the financial markets. Our investment portfolio strengthened as the investment decisions we executed performed better than their benchmarks. Economists have now indicated that the recession is finally over and there will be additional economic improvement even though it will be slow. The big question for the economy is still: What will happen to inflation and how long will the job recovery take? For the first time in over 50 years, inflation was negative on a year-over-year basis. Great Western increased the growth rate credited to our policies despite the nonexistence of inflation this year.

Great Western has a consistency in premium income and a very high policy persistency rate indicating our policyholders value the importance of their decision to plan ahead. We continued to exercise a disciplined conservative approach in our investment management. Our assets have grown from \$403,032,000 to over \$462,148,000. The current investment mix of our assets is 88.04 percent in government and corporate bonds, 4.05 percent in cash and short-term bonds, 3.27 percent in preferred stocks, 3.57 percent in real estate mortgages, and 1.07 percent in common stocks.

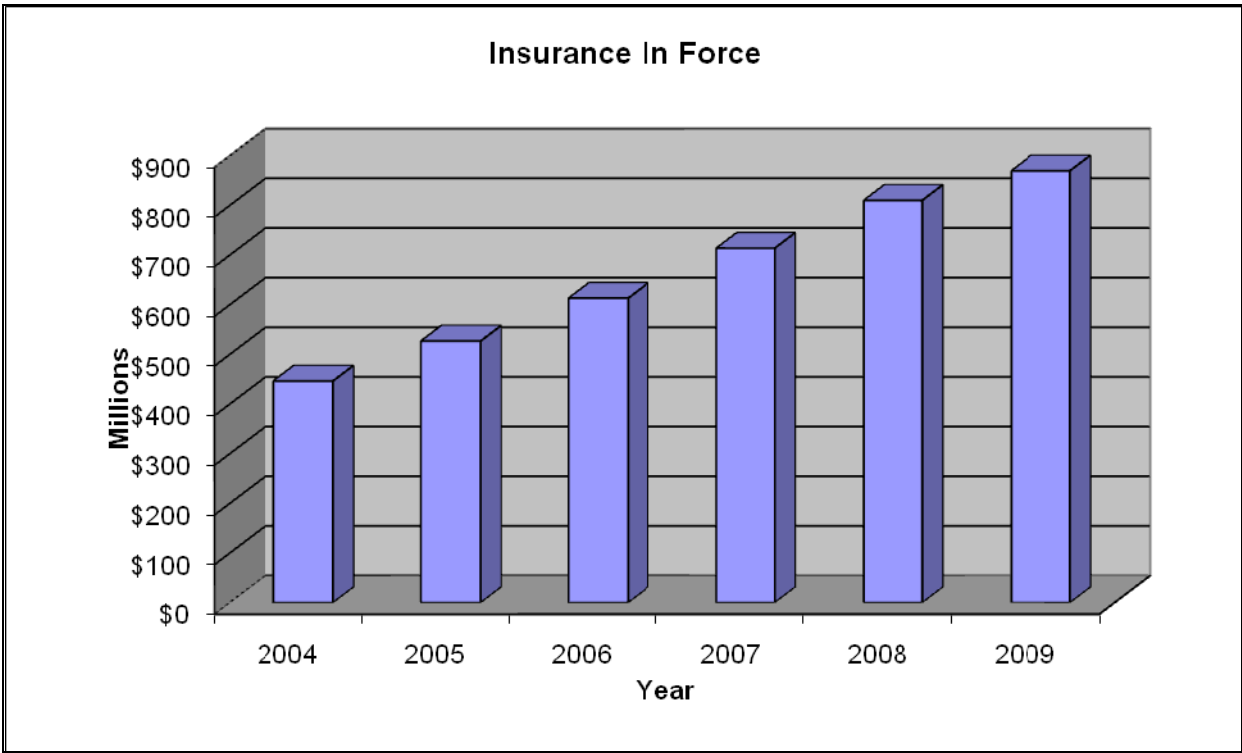


2009 Financial Update (con't)

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

Our Net Gain From Operations was \$6,671,614. This is in line with the company's expectations and demonstrates our ability to deliver solid improvement during a difficult economic environment. Surplus increased from the prior year period total of \$32,425,657 to \$34,307,615.

With continual growth from our core funeral home clients and strong agencies, we have seen our insurance business grow despite the nation's struggles. Our sales have remained strong and our Insurance in Force is up \$76,259,000 from the start of the year to an historic high of \$887,361,000.



We anticipate that 2010 will be another solid year with gains in sales and additional increases in Surplus.

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 client families.