

News Release

For Immediate Release

Contact:

Colin Johnson
Symetra Financial
(425) 256-5049
colin.johnson@symetra.com

Symetra's "Don't Fear 65" Campaign Celebrates Retirement Freedom

Bellevue, Wash. — (Aug. 25, 2008) — Symetra Financial today announced the launch of a national awareness campaign, “Don’t Fear 65.” The campaign, which features a new interactive Web site, www.dontfear65.com, as well as advertising on leading financial and media Web sites, challenges people to live a fearless retirement.

By focusing on empowerment rather than fear, the campaign seeks to confront widely held anxieties and misperceptions about retirement. The campaign is backed by a variety of tools and resources designed to help retirees take charge of their financial future.

“Retirement should be a time to celebrate life,” says Jim Pirak, vice president of Corporate Marketing at Symetra Financial. “Unfortunately, too many Americans live in fear of retirement, concerned about things like whether their money will last. Don’t Fear 65 is about changing that mindset and showcasing ways to experience a retirement free of worry and full of optimism.”

The campaign will achieve national visibility through banner ad placements on Web sites such as: Business Week, Yahoo! Finance, CNN, CBS News, NBC Sports, the Wall Street Journal and many others. Targeted toward adults nearing or already enjoying retirement, the ads direct consumers to www.dontfear65.com.

The campaign is highlighted by a selection of online videos depicting ordinary retirees rallying fellow Americans to stand up and face retirement without fear. In one such video, a woman boldly declares, “65, we’ve discovered the difference between just being retired and experiencing the retirement we’ve always dreamed of! It’s time to start living! So take that, 65!” — followed by thunderous applause. The videos can be easily forwarded and are designed for simple posting to video sharing and social networking Web sites.

Symetra worked with Seattle-based advertising agency, Copacino+Fujikado, to develop the campaign.

[Dontfear65.com](http://www.dontfear65.com) also offers a variety of content aimed at helping secure a financially sound retirement. Other features include:

- Retirement income solutions and “how to” planning resources.
- Financial calculators to determine how long savings may last.
- An advisor referral service that connects interested retirees to financial experts in their area.
- The “I Conquered 65” section, where people can find real-life stories on making the most of retirement and information on volunteer opportunities, hobbies and other lifestyle resources.

See the Don’t Fear 65 videos here:



<http://www.dontfear65.com/#/videos/2/>



<http://www.dontfear65.com/#/videos/1/>

About Symetra Financial

Symetra Financial Corporation provides retirement plans, employee benefits, life insurance and annuities through a national network of independent advisors and agents. Headquartered in Bellevue, Wash., Symetra's insurance company subsidiaries have \$20 billion in assets.¹ For more information, visit www.symetra.com.

¹ Total GAAP assets per financial statements on June 30, 2008.