



***CriticalEvents***<sup>®</sup> **helps provide financial protection when needed most**  
*New critical illness insurance from Transamerica*

**LITTLE ROCK, Ark.** (May 25, 2015) – Transamerica is pleased to announce the launch of ***CriticalEvents***<sup>®</sup> – critical illness insurance that helps to ease the financial burden of a major health event. This is the latest addition to a broad portfolio of products that allows employers to equip their employees with solutions to help ***Transform Tomorrow***<sup>®</sup>.

Illness is unpredictable, and when it happens, health insurance rarely covers the entire cost. CriticalEvents covers more illnesses than products offered by other companies and pays lump-sum cash benefits that insureds can use as they see fit.

“Employees are paying a higher share of premium and higher out-of-pocket costs for health insurance than ever before,” said John Stanley, chief marketing officer of Transamerica Employee Benefits. “This increased financial responsibility comes at a time when many are struggling with little or no emergency cash reserves. When employers provide CriticalEvents as part of a benefits strategy, they can help to lessen that financial impact.”

Features include:

- No lifetime benefit maximum
- No waiting period
- Easy enrollment options
- Payroll-deducted premiums
- Simple product design – no categories for critical illnesses
- HSA compatibility
- New recurrent benefit options
- New issue age, attained rate and composite rate options
- Claims can be submitted online

LIMRA identified critical illness insurance as one of the fastest growing benefits of 2014. For more information, visit [TransamericaEmployeeBenefits.com/Producers/Critical\\_Illness](http://TransamericaEmployeeBenefits.com/Producers/Critical_Illness).

**About Transamerica**

Transamerica Employee Benefits is a marketing unit of Transamerica Life Insurance Company offering voluntary life and supplemental health insurance products. With a history that dates back over 100 years, the Transamerica companies are recognized as leading providers of life insurance, savings and retirement and investment solutions, serving millions of customers throughout the United States. Transamerica works to ***Transform Tomorrow***<sup>®</sup> for those who entrust its dedicated professionals with their financial needs, helping them take the necessary steps to achieve their long-term goals and aspirations. Transamerica is a member of the Aegon group of companies. Aegon is one of the world’s largest life insurance, pension and asset management groups, operating in over 25 markets worldwide. For the full year 2014, Aegon managed €675 billion in revenue generating investments. Insurance products are underwritten by Transamerica Life Insurance Company, Cedar Rapids, IA. All products are not available in all states. For more information, visit [Transamerica.com](http://Transamerica.com).

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