



ASSURANT

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DISCIPLINED
GROWTH

2006



2006 ANNUAL REPORT

Turning Up New Opportunities

In 2006, Assurant Employee Benefits sharpened its focus to concentrate on companies with fewer than 500 employees. By leveraging our strong distribution relationships, a growing national dental network and a highly motivated sales force, Assurant Employee Benefits is aligning its capabilities to meet the unmet needs of small businesses.

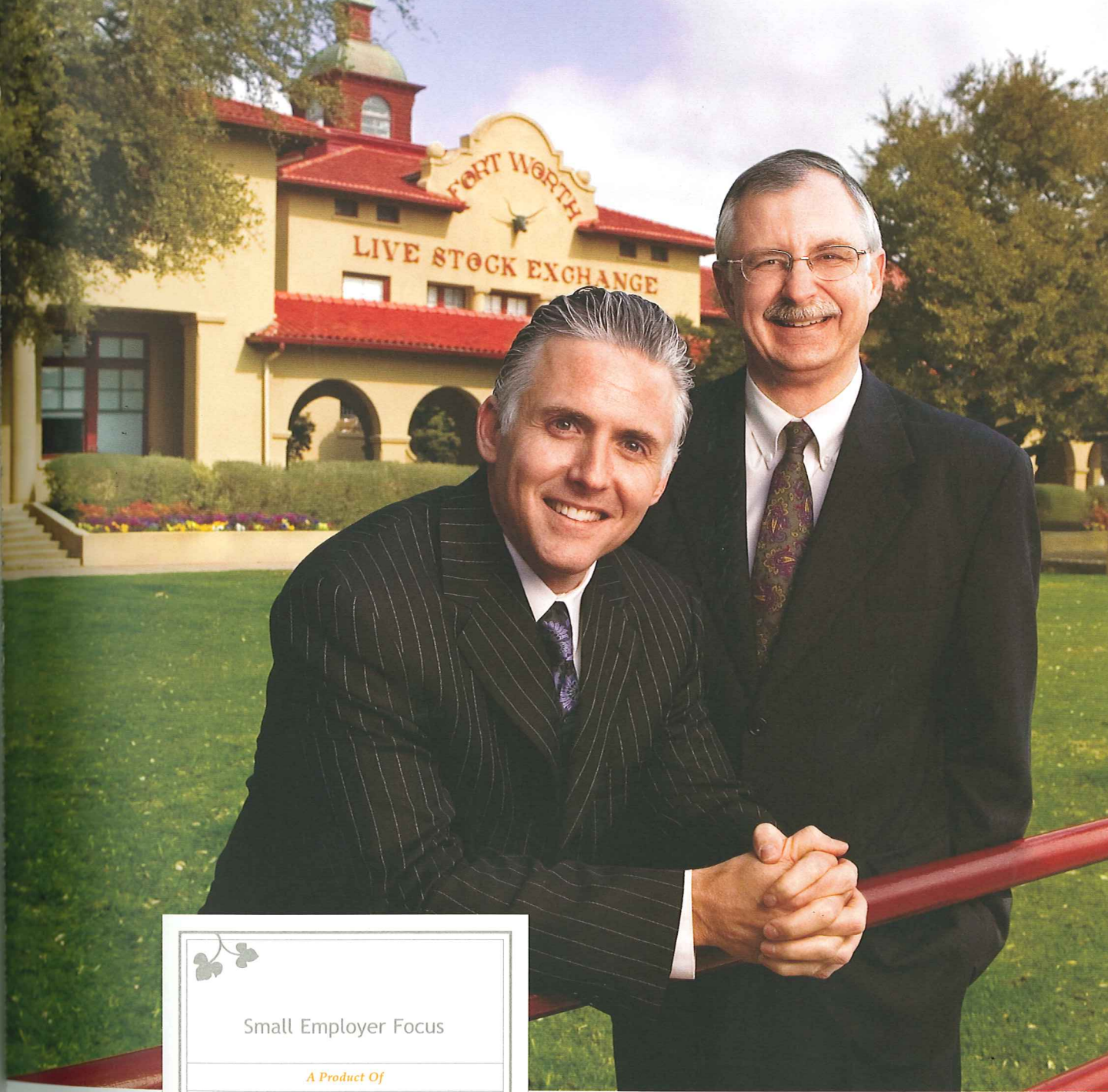
Retooling to Capture an Untapped Market

Businesses across the United States with fewer than 500 employees have unique needs when it comes to employee benefits. The policies typically offered by large, mainstream insurance carriers are not specifically developed with the smaller business in mind. As a result, benefit plans often are too costly for smaller employers to afford and too cumbersome to administer. Assurant Employee Benefits sees this gap in the marketplace as an opportunity to focus on better serving the small business customer and to provide a range of coverage options that are flexible, affordable and developed expressly for this unique market segment. We are investing to make sure all aspects of the business—sales, marketing, operations, service—are aligned to capitalize on the opportunity. Assurant Employee Benefits completely retooled its field sales force to focus on small cases by working with select brokers who specialize in small business, deployed new technology and built a streamlined infrastructure to support the business objectives.

Assurant's disciplined risk management expertise excels in uncovering unmet needs and building core competencies in specialty products. In the benefits market, Assurant Employee Benefits has developed a unique range of non-medical products and services that bring valued plans into reach for small businesses. In dental, we introduced several benefits with our Lifetime of SmilesSM offering, inspired by the growing connection between improved oral health and overall physical health. We also announced a provider network expansion that will help broaden the appeal and availability of our dental coverage, with a wider geographic scope and a larger pool of professionals from which to choose. In disability, we redefined the parameters of disability benefits and revamped our offering to make the benefit available and attractive to more customers, including first-time buyers and those in high-risk industries. These products not only differentiate Assurant Employee Benefits' total offering, they show great potential for long-term growth.

Making Benefits an Easy Choice

Assurant Employee Benefits is committed to its customers and to differentiating itself through a service strategy focused on the specific needs of small businesses. As an example, Online Advantage, the company's exclusive online tool, enables employers to manage their policies at their convenience with the click of a mouse. By leveraging our people, processes and technology, Assurant Employee Benefits removes administrative barriers, making offering benefits an affordable and easy choice.





Small Employer Focus

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EMPLOYEE BENEFITS



Fort Worth, Texas | from left: Brent Matthews, Partner, Johnston and Matthews; Jim Gimarelli, D.M.D., Vice President of Dental, Assurant Employee Benefits. "Working with Assurant Employee Benefits is exciting and rewarding. They are truly dedicated to providing high-quality products and services, and their people go out of their way to make sure I have everything I need to provide effective coverage and responsive service for my customers," said Brent.