

FOR IMMEDIATE RELEASE

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**AMERICAN ENTERPRISE GROUP, INC. ANNOUNCES
DAVID KEITH AS NEW CHIEF OPERATIONS OFFICER**

DES MOINES, Iowa – American Enterprise Group, Inc. (AEG), a Des Moines-based insurance holding company, is pleased to announce the addition of Dave Keith as Chief Operations Officer.

“Dave brings with him to American Enterprise many years of operations experience including building a successful TPA organization,” said Tom Swank, Chief Executive Officer. “In addition to hands on experience in both the administrative and IT sides of the business, Dave brings very strong people and leadership development skills as well.”

Dave Keith joins AEG from Clinical Reference Laboratory where he served as Senior Vice President and assisted the leadership team in developing a business strategy for the business unit providing risk assessment solutions at point of sale for the life insurance industry.

“I am excited to be part of an organization that is embarking on its next phases of growth,” said Dave. “American Enterprise is positioned for some exciting opportunities in the market and I am energized to lead the team that will deliver operational excellence in support of this journey.”

Prior to joining Clinical Reference Laboratory, Dave was Founder and Chief Executive Officer of se², a business processing outsourcing company that administers life and annuity products for insurance carriers. He held earlier roles as Chief Information Officer and Senior Vice President of Operations with Security Benefit. Dave holds a BS degree in Economics and Business Administration from Saint Mary’s College of California.

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About American Enterprise Group, Inc.

American Enterprise Group, Inc. is an insurance holding company comprised of three distribution channels and five insurance companies: American Republic Insurance Company, American Republic Corp Insurance Company, Medico Insurance Company, Medico Corp Life Insurance Company and Medico Life and Health Insurance Company. These insurance companies provide Medicare supplement, hospital indemnity, dental/vision/hearing, critical

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illness and other life and health insurance products to individuals and families and are collectively licensed in 49 states and the District of Columbia. The companies' insurance products are marketed through independent insurance agents, career agents, direct marketing and distribution partners.