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**AMERICAN ENTERPRISE APPOINTS NEW
MEMBERS TO BOARD OF DIRECTORS**

DES MOINES, Iowa – American Enterprise Group, Inc. is pleased to announce the appointment of two new members to the American Enterprise Mutual Holding Company Board of Directors, the parent company of American Enterprise Group. Donna Blank and Kathy Collins have joined the Board of Directors after being appointed at the organization’s Annual Meeting in March.

“We are pleased to welcome these two outstanding leaders to the Board,” said Tom Swank, CEO of American Enterprise. “Having considered a number of highly qualified candidates, the Board determined that Donna and Kathy’s deep knowledge, diversity of experience, and strategic approach position them to drive forward-thinking change across our organization. We look forward to their fresh insights and expertise on our journey to grow and scale as we continue to transform our business at an accelerated pace.”

With more than 30 years of experience in finance and operations, Donna Blank has a proven track record in mergers and acquisitions and building and integrating finance and technology teams. She has an in-depth understanding of capital markets and has worked closely with several public and private Boards over the course of her career.

Most recently Blank served as CFO at ZAIS Group, an alternative asset manager. Previously she served as CFO and Executive Vice President at a publicly traded insurance brokerage, National Financial Partners Corp. (NYSE:NFP). She has also served as CFO at Financial Guaranty Insurance Company, both before and subsequent to its sale by GE Capital to an investor group in late 2003. Earlier in her career, she held several management positions at FGIC, GE Capital Insurance Services, and a smaller private insurance company.

Blank holds an MBA in Finance and a Masters in International Affairs, both from Columbia University. She received a B.A. in Political Science with distinction and high honors from the University of Michigan.

Kathy Collins, a Kansas City area native, has extensive experience helping companies develop strategic marketing initiatives and understanding consumer behaviors to gain a competitive advantage and drive organic, profitable growth. In addition to offering a broad background of

experience in direct-to-consumer marketing, Collins is a sophisticated business leader with a strong track record of driving both strategy and top-line revenue in highly complex, heavily matrixed organizations.

In 2006, Collins joined H&R Block as Vice President of Marketing Communications and Brand Management. She was promoted to Chief Marketing Officer in 2013 and added Strategy Officer to her title in 2016. During her 12 years at H&R Block, Collins led all brand marketing, advertising and public relations activities, drove significant change across the client experience and product development functions, and developed the brand's long-term strategy. Prior to H&R Block, Collins spent nearly 15 years at Lee Jeans, a division of VF Corporation.

Collins earned a B.S. degree in Business and Marketing from Kansas State University and her MBA from Arizona State University. In 2016 she was recognized by Fortune magazine as one of the Most Powerful Women and has published a series of articles for Fortune's MPW Insider Network. With a passion for helping others, Collins has been an active board member for the Ad Council and is heavily involved in charitable and community-based organizations.

"Donna and Kathy share our belief that a platform-oriented business, technology strategy, and a strong customer focus are fundamental to executing our vision. Their Board appointment is one of many important steps American Enterprise has taken to enhance the Board and management team, as well as to strengthen and focus our operational and go-to-market strategy," Swank said.

The Board also released its 2017 Annual Report at the Annual Meeting, highlighting another strong year of financial performance and accomplishments. A copy the 2017 Annual Report can be accessed online at <http://www.americanenterprise.com/annual-meeting.html>.

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About American Enterprise Group, Inc.

American Enterprise Group, Inc., has seven insurance company subsidiaries under the American Republic®, Great Western, and Medico® brands. These companies distribute Medicare supplement, dental, hospital indemnity, short-term care, critical illness, pre-need, and final expense insurance products through various distribution channels and are licensed in 49 states plus the District of Columbia. American Enterprise is based in Des Moines, Iowa, and employs approximately 500 people in our Des Moines, Iowa; Omaha, Nebraska; and Ogden, Utah offices.