



RWAM Insurance Administrators Inc. and Empire Life collaborate and announce new working relationship to serve their growing market.

ELMIRA, Ontario, May 15, 2020 -- RWAM Insurance Administrators Inc. and The Empire Life Insurance Company ("Empire Life") (TSX: EML.PR.A) are pleased to announce a new working relationship to jointly market Group Life and LTD insurance. RWAM provides a comprehensive and customized benefits administration offering, serving clients across the country for both insured and self-insured models.

"Their reputation for customer service excellence and claims expertise made them a natural fit for our Clients and Advisor Partners."

Bruce Burnham, Chairman RWAM

"We have long been aware of Empire Life's reputation for competitive and sustainable pricing and high service model. We have also been impressed by Empire's team and their attention to detail. We are excited at the prospects of working with them to build a long-term and highly successful presence in the market," said Bruce Burnham, Chairman of RWAM Insurance Administrators Inc. "We have long wanted to work with Empire Life as we have been connected with their executive leadership team for many years. Their reputation for customer service excellence and claims expertise make them a natural fit for our Clients and Advisor Partners."

"RWAM is a highly regarded TPA, known for the lengths to which they go to support their Advisors and for their ability to service Plan Sponsors with high-touch attention," said Dara Brachman, Vice President, Group Distribution at Empire Life. "Empire Life is on a mission to make group benefits simple, fast and easy for Canadians. We're honoured to be chosen by RWAM and confident that, together, this competitive new program will allow for sustainable rates with fair and manageable renewals."

RWAM is focused on bringing leading edge solutions with a focus on client service and innovation.

