

Securian Retirement Earns Three DALBAR Seals of Excellence for Communications

Boston, MA (June 3, 2009) - DALBAR, Inc. announced today that Securian Retirement's defined contribution plan participant Web site and statement have each been awarded the DALBAR Seal of Excellence for Communications for the seventh consecutive year. In addition, the organization's variable annuity statement (carrying the Minnesota Life brand) received the Seal of Excellence for Communications.

Seals are awarded to outstanding communication vehicles that effectively and efficiently meet the needs of investors.

Before awarding the Web site seal, DALBAR conducts a series of tests on a site's features, usability, support, currency, and consistency, to establish that it meets the principal objectives of its audience.

The results of these tests indicate that Securian's plan participant web site (www.SecurianRetirementCenter.com) successfully meets the requirements of plan participants:

- Account-specific details, such as where the plan participant funds are being invested, are immediately visible upon entering Securian's Web site.
- Participants have the option to subscribe to automatic deferral rate increases and age-related automatic investment allocation changes.
- A full array of information is available to meet the needs of the participant such as details about the plan, investment options and market information.

The plan participant and variable annuity statements undergo a similarly rigorous screening to ensure that language, content and design meet the highest standards in the industry. Securian's plan participant statement:

- Illustrates the total value of the account and the asset allocation -- by both dollar value and percent -- with a pie chart that is displayed prominently.
- Provides an innovative table displaying a participant's vesting progress.
- Presents a clean and easily scanned layout that uses full color strategically to enhance participant understanding.

Securian's variable annuity statement:

- Provides a clear summary of the variable annuity account growth since contract issue and for the statement period.
- Includes a line item for fees and expenses in its account summary section
- Offers a clear and concise asset allocation summary
- Provides an overview of the service options elected by the contract holder

"It is critically important that plan participants understand how their retirement plans work and

that they have enough information to make decisions that are appropriate for their personal long-term financial goals," said Bruce Shay, senior vice president, Securian Financial Group. "That's why we put so much effort into making SecurianRetirementCenter.com and our quarterly statements easy to use and understand. This recognition from DALBAR tells us that our communications meet participants' needs."

DALBAR, Inc., the nation's leading financial-services market research firm, continues its three-decade commitment to raising the standards of excellence in the industry. With offices in the U.S. and Canada, DALBAR develops standards for, and provides research, ratings, and rankings of intangible factors that influence the overall customer-service experience in the mutual fund, broker/dealer, managed account, retirement plan, life insurance, and property and casualty insurance industries; such factors include print communications, Internet, interactive voice response, call center, and financial-professional touch points. www.DALBAR.com.

Securian Financial Group helps provide financial security for individuals and businesses in the form of insurance, retirement products and services, and investments. Affiliates include Minnesota Life Insurance Co., Advantus Capital Management, and Allied Solutions, LLC. Securian has nearly \$780 billion of life insurance in force, \$24 billion in assets under management as of March 30, 2009 and a nationwide work force of 3,500 employees. Securian serves more than 9,000,000 individuals in the U.S.

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