



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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SAGICOR LIFE INSURANCE AND ARIZONA CARDINALS ANNOUNCE MARKETING PARTNERSHIP

Tempe, AZ – The Arizona Cardinals Football Club today announced that the team has entered into a multi-year marketing partnership with Sagicor Life Insurance Company that consists of various community based programs affiliated with the Cardinals organization.

One of the programs that Sagicor and the Cardinals will be teaming up to provide is “Read with Big Red.” This program will feature team mascot Big Red and Cardinals players along with staff from the Cardinals and Sagicor visiting with kids (ages 6-14) from various charitable and non-profit organizations throughout the Valley to promote the importance of reading.

In addition, Sagicor will partner with the Cardinals for the annual NFL and United Way “Hometown Huddle” program which focuses on volunteerism, volunteer recruitment and helping children from high risk communities throughout the Valley. Sagicor will also help present the Cardinals annual holiday Food Drive to benefit St. Mary’s Food Bank Alliance.

“We are extremely pleased and excited to partner with the Cardinals, who as an organization share a similar vision to improving the lives of individuals within the communities where we live and operate. Our involvement with the Cardinals in these programs is going to do that, as we look to expand our children’s horizons through reading and provide for those who need assistance,” said Bart Catmull, Sagicor’s US Chief Operating Officer.

About Sagicor Life Insurance

Sagicor is a full-service life insurance company that helps clients make wise financial decisions today, to ensure they’re protected tomorrow. They are licensed in 44 states as well as the District of Columbia. Sagicor is a wholly-owned subsidiary of Sagicor Financial Corporation, one of the oldest insurance groups in the Americas, with operations in 22 countries including the United States, the United Kingdom and the Caribbean.

For more information, log onto www.sagicorlifeusa.com

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