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Des Moines, Iowa — Ward Group®, an independent firm specializing in insurance industry benchmarking and best practices, has included Homesteaders Life Company in its 2010 list of 50 top performing life and health insurers in the United States. More than 800 insurers were analyzed for this year's benchmarking.

Each company must pass certain safety and consistency screens and achieve superior performance over a five-year period prior to being recognized among the top 50.

Jeff Rieder, president of Ward Group said during the webinar announcing 2010's top 50 that the recognized firms were notably able to keep expenses down without compromising customer service and added "These firms were able to grow profitably in difficult operating conditions."

Homesteaders Life Company sustains a business culture and financial philosophy that provides long-term security for our policy owners, customers, and employees. Throughout the challenging financial times of recent years, Homesteaders has made good on its promises to policy owners and funeral home owners while also emerging as a national leader in prearranged funeral funding.

"There continues to be a great deal of uncertainty among funeral home owners about which pre-need funding companies are secure," says Graham Cook, Homesteaders president. "We hope being included among this prestigious list of top-performing insurers for the second consecutive year gives people in funeral service another reason to be confident that Homesteaders is the safe and secure option for their families and their businesses."

For more information about the 2010 Ward's 50 visit [www.wardinc.com/wards50/life-health.php](http://www.wardinc.com/wards50/life-health.php).