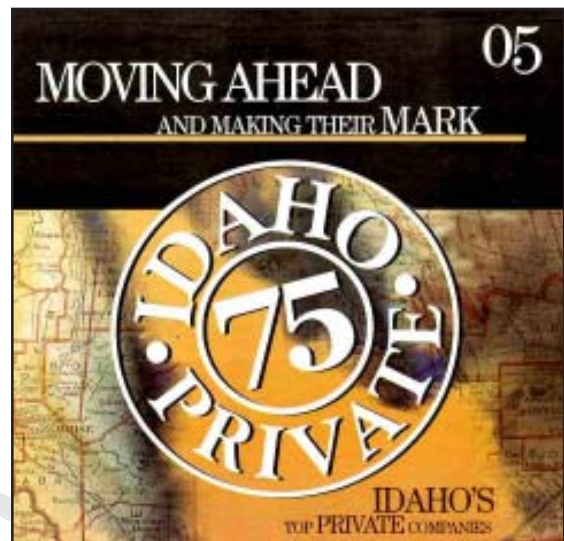


United Heritage Financial Group named as one of Idaho's top companies

For the fourth year in a row, United Heritage Financial Group was named as one of Idaho's top performing businesses in the *Idaho Private 75*. Chosen from a list of 350 candidates, businesses on the *Idaho Private 75* are recognized as the best performing companies headquartered in the state of Idaho, as measured by annual revenue and management excellence. The *Idaho Private 75* tribute is a joint venture between the Idaho Statesman newspaper, US Bank of Idaho, and KPMG. State officials and business leaders acknowledged the top 75 firms during a luncheon at Boise Centre on the Grove on October 26, 2005.



This year, United Heritage was ranked 27th out of the 75 private Idaho companies. Here's what the Statesman had to say about United Heritage:

United Heritage Financial Group Planning A Financial Future

Meridian, ID October 15, 2005 – For nearly 100 years, United Heritage companies have helped Idaho families and businesses plan their financial future. Today, from its home office in Meridian, the companies of the United Heritage Financial Group serve residents of more than 25 states in reaching their insurance and investment goals.

United Heritage Life Insurance Company provides both individuals and groups a broad array of life and disability insurance products, in addition to individual and group annuities. United Heritage Financial Services, an Idaho-based NASD Broker Dealer, offers stock, bonds, mutual funds, variable annuities, and other portfolio investments.

Founded in Canyon County in 1908, United Heritage Property & Casualty Company insures homes, farms and ranches in Idaho, Oregon, and Utah. In 2003, Sublimity Insurance Company of Oregon joined the United Heritage Financial Group to offer affordable home and auto insurance in the states of Oregon and Idaho.

For more information, visit www.unitedheritage.com.

United Heritage is proud to be one of Idaho's top companies and looks forward to appearing on the Idaho Private 75 list for many years in the future.

