



Press Release  
For Immediate Release

## Baker appointed Senior Vice President for United Heritage Financial Group

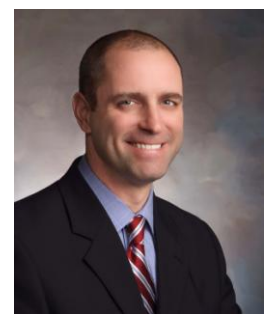
**MERIDIAN, ID – June 3, 2014** – United Heritage Insurance has announced the promotion of Geoffrey M. Baker to Senior Vice President, General Counsel and Chief Compliance Officer for United Heritage Financial Group. Baker has held similar positions previously as Vice President and General Counsel for United Heritage Life Insurance Company and United Heritage Property & Casualty Company.

“With this position, Geoff will add new General Counsel and CCO responsibilities for providing shared corporate services to four operating insurance companies based in Idaho, Oregon, and California,” stated Dennis Johnson, President and CEO, in announcing the appointment.

Baker joined United Heritage in 2000 as General Counsel and has been instrumental in licensure of the companies throughout 38 states and the District of Columbia. He has served on the senior management team that negotiated and completed the merger with Oregon-based Sublimity Insurance Company in 2003 and the acquisition of California-based Merced Property & Casualty Company during 2013.

A 1992 graduate of the College of William & Mary, Baker earned a Juris Doctor degree from University of Idaho College of Law in 1996. He is a Fellow, Life Management Institute, and an Associate, Insurance Regulatory Compliance.

Baker has been active in community service as a member of the City of Boise Ethics Commission, the Board of Directors for the City Club of Boise and the Board of Directors of the Boise Metro Chamber of Commerce. He currently serves on the Board of Directors for the Boise Valley Economic Partnership and the Board of Advisors for the Boise Metro Chamber of Commerce.



**Geoffrey M. Baker**  
Senior Vice President,  
General Counsel & CCO  
**United Heritage**  
**Financial Group**

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**For further information, contact:**

Dennis L. Johnson  
United Heritage Insurance  
(208) 475-0913  
[DJohnson@UnitedHeritage.com](mailto:DJohnson@UnitedHeritage.com)

Rob McCarvel  
United Heritage Insurance  
(208) 475-0953  
[RMcCarvel@UnitedHeritage.com](mailto:RMcCarvel@UnitedHeritage.com)

*United Heritage Financial Group, headquartered in Meridian, Idaho, is the intermediate holding company that provides capital management and allocation, administrative coordination, and shared services including Information Technology, Human Resources, and Investments for United Heritage Life Insurance Company and United Heritage Property & Casualty Company based in Idaho, Sublimity Insurance Company based in Oregon, and Merced Property & Casualty Company based in California. Originally incorporated in 1934 as Grange Mutual Life Company in Nampa, today the companies of United Heritage Insurance combined assets total more than \$615 million with combined revenues of more than \$167 million for fiscal year 2013. For more information, visit [UnitedHeritage.com](http://UnitedHeritage.com).*