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FOR IMMEDIATE RELEASE

**Mutual of Omaha Introduces New Foundation
to Enhance Charitable Giving Efforts**

As part of its continuing effort to make a lasting impact in the community, Mutual of Omaha has established a new foundation that is responsible for handling all of the company's charitable giving efforts.

The Mutual of Omaha Foundation, which began operating during the summer of 2005, now serves as Mutual's philanthropy arm, continuing the company's longstanding tradition of supporting efforts that impact individuals and families throughout the community.

"We feel very strongly that it is our responsibility to be a good corporate citizen and give back to the community," Mutual of Omaha Foundation President Christine Johnson said. "Mutual of Omaha has a legacy of community support that dates back more than 95 years. The new foundation will help us ensure that legacy continues long into the future."

The foundation's mission is to provide support to nonprofit organizations and programs that address the most critical issues facing families today, including substance abuse, domestic abuse, obesity in children and illiteracy.

Although the new foundation is sponsored and funded by Mutual of Omaha, like many other corporate foundations, it operates as a separate entity with a board of directors that meets and reviews grant requests on a quarterly basis.

Mutual of Omaha is a full-service, multi-line organization providing insurance and financial products for individuals, businesses and groups throughout the United States. For more information about Mutual of Omaha's community involvement through the Mutual of Omaha Foundation, visit <http://www.mutualofomahafoundation.org>.