

Ameritas Announces Strategic Alliance with National Financial®

Ameritas Investment Corp. positions itself for the future through consolidation of its securities clearing operations to the advanced technologies of National Financial

September 19, 2013//Lincoln, Neb.//Ameritas Investment Corp., a subsidiary of Ameritas Life Insurance Corp., announced today it has selected National Financial®, a Fidelity Investments® company, to serve as the sole clearing and custody provider for its broker dealer brokerage services.

“Through the advanced technologies made available to us by National Financial, Ameritas Investment Corp. is embarking on a straight through processing business environment designed to help our customers, our advisors and the core business,” said Salene Hitchcock-Gear, president and CEO – Ameritas Investment Corp. “We believe this will position us for the future in a way that we could not do by ourselves.”

“When you think about technology and leadership, Fidelity Investments comes to mind immediately,” said Hitchcock-Gear. “We were thrilled to learn the clearing process at National Financial is capable of utilizing more advanced technology tools than we had seen before. What we will offer through this strategic alliance is an easier way to do business. We believe our advisors will have the tools they need to further enhance their customer relationships. The technology now available is designed to simplify their business practices; and these efficiencies will allow our advisors to spend additional time where it is more valued.”

The National Financial technology platform is designed to meet the varying needs of a diverse set of financial professionals, including registered investment advisors, broker dealer home offices and financial advisors and professionals. Many of these clients are expected to welcome the ease of operations afforded by the platform within a mobile setting, allowing them to have information at their fingertips, wherever they are.

“This change is exciting,” said Darla Wilton, vice president and chief administration officer – Ameritas Investment Corp. “Straight through processing is greatly impacting our industry and it’s going to transform who we are. We believe it’s going to change our behaviors and our culture. And it’s going to put Ameritas Investment Corp. ahead of the curve.”

Investor clients will also enjoy potential benefits from the advanced technology because advisors will have the ability to deliver better client services on a faster and improved basis. For clients who are interested, the new environment will also offer them opportunities to have account information, market analytics and research at their fingertips through mobile apps on their smartphones and tablets.

“At Fidelity, we are committed to uncovering and bringing to bear the most advanced technology to help create the best experiences for the home office, advisors and investors,” said Sanjiv Mirchandani, president of Fidelity’s clearing and custody company, National Financial. “We welcome our collaboration with Ameritas Investment Corp. and share their commitment to improving both business processes and user experiences through applied technology and business process insight.”

Ameritas Investment Corp. (AIC), Member FINRA/SIPC, is a privately owned broker dealer with a network of more than 1,500 registered representatives and financial advisors nationwide. AIC retains over 40,000 customer accounts from three primary lines of business: brokerage, investment advisory and municipal finance. The company offers a wide range of products and services to help clients achieve unique financial goals.

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About Ameritas

Ameritas – Ameritas Life Insurance Corp., Ameritas Life Insurance Corp. of New York, Acacia Life Insurance Company, The Union Central Life Insurance Company and affiliated companies – offers a wide range of insurance and financial products and services to individuals, families and businesses. These products and services include life insurance; annuities; individual disability income insurance; group dental, vision and hearing care insurance; retirement plans, investments, mutual funds; asset management; banking and public finance. For more information, visit www.ameritas.com.

About National Financial and Fidelity Investments

National Financial and Fidelity Investments (together “Fidelity”) are independent companies, unaffiliated with Ameritas. Fidelity is a service provider to Ameritas. There is no form of legal partnership, agency affiliation, or similar relationship between Ameritas and Fidelity, nor is such a relationship created or implied by the information herein. Fidelity has not been involved with the preparation of the content supplied by Ameritas and does not guarantee, or

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