

**For Immediate Release**

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**Oxford Life Insurance Company Among Top 50 Insurance Companies**

Phoenix – July 15, 2010 – Oxford Life Insurance Company today announced that it has been named one of Ward's 50 Benchmark Group of top performing insurance companies.

Each year the Ward Group studies the financial performance of more than 800 life and health insurance companies domiciled in the United States and identifies the top performers. Each company that earns a spot on the list has passed safety and security screenings and has achieved superior performance over a period of five years.

This Ward's ranking places Oxford Life Insurance Company in the top 50 of all life and health insurance companies analyzed. "Our company is honored to have been included on the 2010 Ward's 50 list, which recognizes the top performers in the life insurance industry based on safety, consistency and financial performance," said President & CEO Mark A. Haydukovich.

Ward Group is a consulting firm specializing in the insurance industry and the leading provider benchmarking and best practices services, with expertise in staffing level analysis and expense management. A complete list of the Ward's 50 Benchmark Group is available at [www.wardinc.com](http://www.wardinc.com).

Founded in 1965, Oxford Life Insurance Company specializes in providing life insurance, Medicare supplement, and fixed annuities sold through independent marketing organizations and general agents. A member of the Insurance Marketplace Standards Association (IMSA) the national organization dedicated to promoting high ethical standards in the life insurance marketplace, Oxford Life provides excellent customer service while exemplifying the highest standards of ethics and professional integrity. Oxford Life is a subsidiary of AMERCO (Nasdaq: UHAL).

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