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FOR IMMEDIATE RELEASE

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ABIA TO HOLD ANNUAL CONFERENCE SEPTEMBER 26-28 IN WASHINGTON

Frank Keating, ABA President and CEO, to be keynote speaker

WASHINGTON — The American Bankers Insurance Association's annual conference is set for September 26-28 at the JW Marriot Hotel in Washington. The three-day event will open with a keynote address from ABA president and CEO Frank Keating, who formerly served as president and CEO of the American Council of Life Insurers for seven years.

Keating, a former two-term Governor of Oklahoma, understands the new realities facing the bank-insurance industry and will provide valuable insight to attendees. Keating has also served as assistant secretary of Treasury and general counsel and acting deputy secretary of the U.S. Department of Housing and Urban Development under Presidents Ronald Reagan and George H.W. Bush.

The ABIA annual conference is considered the preeminent meeting for the bank-insurance industry and draws senior agency managers, bank-insurance program executives and service providers from banks and insurance companies of all asset sizes.

Bank-insurance professionals, lawmakers and regulators will meet to discuss the latest trends in the growing bank-based insurance industry. In addition, experts will lead more than 20 sessions including:

- Key Drivers of Agency Profitability
- Is Your Agency Regulatory Ready? Steps to Prepare for an Examination Tomorrow
- Employee Benefit Challenges Under the New Health Law
- Solutions for Evolving Customer Needs
- Advanced Bank Insurance Compliance: The Political and Regulatory Future
- Leading Cost Centers to Profitable Contributions

Attendees can save \$200 by registering before July 30. Early Registration is \$895 for ABIA members and \$1,695 for non-members. Team discounts are available. For additional information on the conference or to register visit the ABIA website at <http://www.aba.com/ABIA/2011Annual.htm> or contact the ABIA staff at 202-663-5163 or 1-800-BANKERS.

The American Bankers Insurance Association is the separately chartered insurance subsidiary of the American Bankers Association and is the only Washington, D.C.-based full service association for bank insurance interests. ABIA's mission is to develop policy and provide advocacy for banks in

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insurance and to support bank insurance operations through research, education, compliance-assistance and peer group networking opportunities. ABIA Membership consists of banks, and their affiliated agencies, insurance companies, marketing, and administrative services suppliers, non-bank lending organizations and other firms involved in the bank affiliated insurance industry. Additional information on ABIA can be found on the Internet at www.theabia.com.

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