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PlatformOne to Provide Comprehensive HR-BPO Services to AmerUs Group Co., Leading Provider of Life Insurance and Annuity Products

ATLANTA – November 10, 2003 – PlatformOne announced today that it has entered into an agreement with AmerUs Group Co. (NYSE:AMH) based in Des Moines, Iowa, to provide comprehensive human resources – business process outsourcing (HR-BPO) solutions for technology, services and support.

Under the agreement, PlatformOne delivers a comprehensive, integrated set of HR services, including payroll, benefits administration and HR administration. Together the two companies have customized a specific scope of HR services to AmerUs Group's needs. Over the next few months, PlatformOne will adapt business processes, people and systems to the services plan. The HR-BPO program also includes immediate access to a quality, top-tier HR information system. AmerUs Group and PlatformOne personnel alike will have real-time access to integrated payroll, benefits and employee HR data records.

“For over 100 years, the companies of AmerUs Group have been providing financial services to assist our customers achieve their financial and personal goals. We are as committed to taking care of another of our most valuable assets – our employees,” said Victor N. Daley, executive vice president and chief administration and human resources officer for AmerUs Group. “For more than six years, we have offered employee and manager self-service and on-line benefits enrollment through our employee intranet. Our new partnership with PlatformOne will allow us to further expand our convenient on-line service offerings.”

“Entering this project, our goal was to increase employee service levels and employee satisfaction, while decreasing the overall cost of HR transaction delivery,” said Douglas K. Owens, vice president of compensation & benefits for AmerUs Group. “By transitioning to a comprehensive HR-BPO solution from a single provider, we have accomplished this goal.”

When the transition to PlatformOne services is complete, AmerUs Group will have eliminated transaction level services from multiple vendors, consolidated outsourcing fees into a single predictable fee, and reduced the cost of its infrastructure. Owens said “This new strategic



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partnership has allowed us to reduce our monthly operating budget by \$15,000. We will have an immediate ROI in our first month of going live, planned for April 2004.”

“With our heritage as a PEO for almost 20 years, we have a long history as an HR outsourcing provider,” said Ray Drummond, COO of PlatformOne. “For a single monthly service charge, PlatformOne delivers seasoned HR expertise dedicated to managing individual clients, with proven HR business processes in place. Our experience, flexibility, and commitment to quality customer service were instrumental in the AmerUs decision for PlatformOne.”

About PlatformOne

PlatformOne is an innovator and leader in the delivery of Comprehensive HR Back-Office outsourcing solutions. Evolving over 18 years, PlatformOne offers HR Business Process Outsourcing (BPO) solutions that include HR Technology, HR Administration Services, and HR Professional Support. PlatformOne’s comprehensive HR solutions, when combined with our world-class people, processes, and technology, produce efficient, consistent, and cost-effective results for our clients. Additional information on PlatformOne may be found on its web site. www.PlatformOne.com

About AmerUs Group

AmerUs Group Co. is an Iowa corporation located in Des Moines, Iowa, engaged through its subsidiaries in the business of marketing and distributing individual life insurance and annuity products in 50 states, the District of Columbia and the U.S. Virgin Islands. Its major operating subsidiaries include AmerUs Life Insurance Company, American Investors Life Insurance Company, Inc., Indianapolis Life Insurance Company and Bankers Life Insurance Company of New York.

As of September 30, 2003, AmerUs Group's total assets were \$21.8 billion and shareholders' equity totaled \$1,411.8 million, including accumulated other comprehensive income.

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