



News Release

CONTACT:

Diana McSweeney
(425) 256-6167

diana.mcsweeney@symetra.com

Symetra to Launch First National TV Spot during Notre Dame-Michigan State College Football Broadcast on Sept. 21

BELLEVUE, Wash.—(Sept. 17, 2013)—Symetra Life Insurance Company will debut its first broadcast television spot this Saturday, Sept. 21, on NBC during the Notre Dame-Michigan State college football matchup (3:30 p.m. ET).

The TV ad, themed “I Just Want to Fly,” highlights how Symetra can help people reach higher and fly farther to achieve their financial goals. The commercial’s soundtrack features pop group Sugar Ray’s classic song performed by musician LeRoy Bell.

The spot is part of Symetra’s new national consumer advertising campaign. The sports-driven campaign includes:

- Advertising and sponsorships with premium media outlets, including *Sports Illustrated* (SI) and NBC Sports
- Multi-platform exposure — broadcast television, print, online, mobile and live events

The centerpiece of the campaign is a sponsorship recognizing emerging talents in amateur and professional sports. [Sports Illustrated Rising Stars, Sponsored by Symetra](#) profiles up-and-coming athletes in professional and college football, college basketball and the 2014 Winter Games. These rising stars will be featured in SI’s digital and print properties at the beginning of each season, with video profiles posted on SI.com/risingstars. Symetra print ads will run in preview issues associated with each sport.

Symetra’s “I Just Want to Fly” television ad will air during professional and college sports programming on NBC and the NBC Sports Network, including six Notre Dame football broadcasts and English Premier League soccer coverage throughout the fall.

“We’re excited about Symetra’s first national ad campaign and the opportunities it presents as we expand our visibility across the country. Through these sports platforms, we’ve found a place where the interests of our distribution partners and potential customers intersect,” said Jim Pirak, senior vice president of Marketing. “At Symetra, we have a brand vision to be a highly recognized and admired national financial services company. We’ve been moving along that path, and this national campaign represents a major leap forward.”

The campaign was developed by Seattle-based Copacino+Fujikado.

About Symetra

Symetra Life Insurance Company is a subsidiary of Symetra Financial Corporation (NYSE: SYA), a diversified financial services company based in Bellevue, Wash. In business since 1957, Symetra provides employee benefits, annuities and life insurance through a national network of benefit

consultants, financial institutions, and independent agents and advisors. For more information, visit www.symetra.com.

About Copacino+Fujikado

Copacino+Fujikado is an award-winning, full-service integrated communications agency headquartered in Seattle, Wash. Founded in 1998, the agency serves a roster of high-profile regional and national clients such as West Marine, the Seattle Mariners, Visit Seattle, Symetra, Ste. Michelle Wine Estates and Seattle Children's Hospital.

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