

FOR IMMEDIATE RELEASE

FRANKFORT, Kentucky (June 1, 2009) - Kentucky Investors, Inc. today announced that its shareholders approved the company's name change to Investors Heritage Capital Corporation. The name change was effective June 1, 2009.

Kentucky Investors, Inc. was formed in 1963 and is based in Frankfort, Kentucky. Through its subsidiaries, Investors Heritage Life Insurance Company and Investors Heritage Financial Services, Kentucky Investors markets and administers various life insurance products, including preneed and final expense, annuities and credit related insurance.

"We ceased being a one-state company many years ago and the Investors Heritage name is recognized in many states. The name change will recognize the broader scope of our organization and will provide a more distinct alignment with our primary subsidiaries and other corporate activities that involve both the parent and life company" said Investors Heritage Capital Corporation Chairman, Harry Lee Waterfield II. He added, "The timing of the name change also coincides with the planning and celebration of the insurance company's 50<sup>th</sup> anniversary in 2010."

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