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**FOR IMMEDIATE RELEASE**

**Aflac Joins Heisman Trophy Tradition**

*Leader in Supplemental Insurance Partners with Annual Award,  
Deepens Connection to College Football*

COLUMBUS, Ga., May 20, 2011 – Aflac, the No. 1 provider of supplemental and guaranteed-renewable insurance in the United States, today announced its sponsorship of college football's most prestigious award, the Heisman Memorial Trophy. The multi-year partnership kicks off this season, the 77th year of the Heisman tradition.

"We know our accounts, agents, and brokers are passionate about the game, so we are excited and honored to team up with this coveted award which recognizes the most outstanding college football player in the U.S. and represents the pursuit of excellence," said Michael Zuna, senior vice president and Chief Marketing Officer at Aflac. "As the recognized leader in supplemental insurance, Aflac goes the distance offering insurance policies that help provide a safety net so people can focus on recovery, not financial stress — to help get our policyholders back in the game as soon as possible."

Fans already watch for Aflac Trivia during game broadcasts and by partnering with the Heisman Trophy, Aflac is deepening its connection to college football. Aflac can now offer an array of exclusive, Heisman-themed experiences to its accounts and brokers.

"Both the Heisman Trophy and Aflac epitomize excellence and integrity in their respective fields. The Heisman Trophy Trust is pleased and proud to welcome Aflac to its elite fraternity of partners. Aflac's contribution will assist the Heisman Trust in funding its charitable mission," said William J. Dockery, president of the Heisman Trophy Trust.

For more information about Aflac visit [aflac.com](http://aflac.com) or [aflacenespanol.com](http://aflacenespanol.com). To participate in the Aflac conversation, follow Aflac at [twitter.com/aflacduck](https://twitter.com/aflacduck) and become a fan at [facebook.com/aflacduck](https://facebook.com/aflacduck).

**About Aflac**

When a policyholder gets sick or hurt, Aflac pays cash benefits fast. For 55 years, Aflac insurance policies have helped provide a safety net and given policyholders the opportunity to focus on recovery, not financial stress. In the United States, Aflac is the number one provider of guaranteed-renewable insurance. In Japan, Aflac is the number one insurance company in terms of individual insurance policies in force. Aflac insurance products provide protection to more than 50 million people worldwide. For five consecutive years, Aflac has been recognized by Ethisphere magazine as one of the World's Most Ethical Companies and by Forbes magazine as one of America's Best-Managed Companies in the Insurance category. In 2011, Fortune magazine recognized Aflac as one of the 100 Best Companies to Work For in America for the 13th consecutive year. Also, Fortune magazine has included Aflac on its list of Most Admired Companies 10 times. Aflac Incorporated is a Fortune 500 company listed on the New York Stock Exchange under the symbol AFL. To find out more about Aflac, visit [aflac.com](http://aflac.com) or [aflacenespanol.com](http://aflacenespanol.com).

**About the Heisman Trophy Trust**

The Heisman Memorial Trophy annually recognizes the outstanding college football player whose performance best exhibits the pursuit of excellence with integrity. Winners epitomize great ability combined with diligence, perseverance, and hard work. The Heisman Trophy Trust ensures the

continuation and integrity of this award. The Trust, furthermore, has a charitable mission to support amateur athletics and to provide greater opportunities to the youth of our country. Our goal through these charitable endeavors is for the Heisman Trophy to symbolize the fostering of a sense of community responsibility and service to our youth, especially those disadvantaged or afflicted. All assets of the Trust beyond the expense of maintaining the annual presentation of the Heisman Memorial Trophy are reserved for such charitable causes.

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