

BEFORE THE INSURANCE COMMISSIONER OF THE STATE OF IOWA

In the matter of application of )  
SAMMONS ENTERPRISES, INC. )  
and GPFT HOLDCO, LLC )  
for acquisition of control through ) NOTICE of Public Hearing  
the purchase of all issued )  
and outstanding shares of ) (Iowa Code chapter 521A)  
EQUITRUST LIFE INSURANCE )  
COMPANY )  
)

PLEASE TAKE NOTICE:

Pursuant to the provisions of Iowa Code § 521A.3(4)(a)(1)-(5) (2011), the Commissioner of Insurance for the State of Iowa will hold a public hearing regarding the application of Sammons Enterprises, Inc. and GPFT Holdco, LLC (jointly hereinafter "Applicants") for acquisition of control through the purchase of all issued and outstanding shares of EquiTrust Life Insurance Company (hereinafter "EquiTrust").

1. **Date and Time:** November 17, 2011 at 1:00 P.M.
2. **Location:** Insurance Division Office (Lobby Conference Room), 330 E. Maple St. Des Moines, Iowa.
3. **Nature of Hearing:** The hearing will be a public opportunity for the Applicant and any other interested party to present evidence and argument relevant to acquisition of control through the purchase of all issued and outstanding shares of EquiTrust. Applicable rules of evidence are found at Iowa Code § 17A.12-17 (2011).
4. **Legal Authority:** The hearing will be held pursuant to Iowa Code § 521A.3(4)(a)(1)-(5) (2011). Procedures for the hearing are found at Iowa Code § 17A.12-17 (2011).
5. **Issue Presented:** The hearing will be held for the purpose of determining whether the Applicant's acquisition of control through the purchase of all issued and outstanding shares complies with the standards set for the in Iowa Code § 521A.3(4)(a)(1)-(5) (2011):

*Approval by the commissioner - hearings.*

*a. The commissioner shall approve any merger or other acquisition of control referred to in subsection 1 if, after a public hearing on such merger or acquisition, the applicant has demonstrated to the commissioner all of the following:*

*(1) After the change of control the domestic insurer referred to in subsection 1 will be able to satisfy the requirements for the issuance of a license to write the line or lines of insurance for which it is presently licensed.*

(2) *The effect of the merger or other acquisition of control will not substantially lessen competition in insurance in this state.*

(3) *The financial condition of any acquiring party will not jeopardize the financial stability of the insurer, or prejudice the interest of its policyholders.*

(4) *The plans or proposals which the acquiring party has to liquidate the insurer, sell its assets or consolidate or merge it with any person, or to make any other material change in its business or corporate structure or management, are not unfair or unreasonable to policyholders of the insurer and are not contrary to the public interest.*

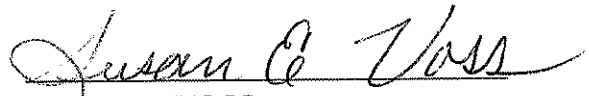
(5) *The competence, experience, and integrity of those persons who would control the operation of the insurer are sufficient to indicate that the interests of policyholders of the insurer and of the public will not be jeopardized by the merger or other acquisition of control.*

6. **Statutes and Rules Involved:** Iowa Code §§ 17A and 521A (2011)

7. **ADA Notice:** If, due to a disability, you require the assistance of auxiliary aids or services to participate in or attend this hearing, please call your district ADA coordinators immediately at (515) 286-3394. If you are hearing impaired, please call Relay Iowa TTY at (800) 735-2942. For additional assistance, you may also contact David Cunningham at the Iowa Insurance Division, (515) 281-5706.

**IT IS HEREBY ORDERED**

DATED this 8<sup>th</sup> day of November, 2011.



SUSAN E. VOSS

Commissioner of Insurance

Copies to:

Tomas Sullivan, Nyemaster, Goode, West, Hansell & O'Brien, P.C.

David McNeill, FBL Financial Group

Jeffrey Lange, Guggenheim Capital, LLC