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For Immediate Release

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William R. O’Toole Elected Chair of the American Fraternal Alliance Board

President & CEO, Catholic Financial Life, to serve as Chair of the Board.

OAK BROOK, IL, September 14, 2016 – The American Fraternal Alliance announces that William R. (Bill) O’Toole, President & CEO, Catholic Financial Life, was elected Chair of its Board of Directors. O’Toole was installed in this Alliance office at the 2016 Annual Meeting, September 10, in Nashville, Tennessee.

“The Alliance and its member societies congratulate Bill on his election to serve as Chair of the Board,” said Alliance President and CEO Joseph J. Annotti. “The Alliance has had a long history of strong leadership and Bill will be a key player in our efforts to move the Alliance and the fraternal benefit system forward with innovation and strategic thinking. The Alliance and its Board of Directors are dedicated to providing our members with the tools they need to thrive as a modern and financially sound fraternal benefit society.”

As Chair of the Alliance Board, O’Toole chairs the Alliance’s Board of Directors, provides oversight and counsel for Alliance staff, leads policymaking decisions and represents the fraternal benefit system at both insurance industry and fraternal gatherings throughout the United States. On behalf of the Alliance, he represents 64 member societies with more than 9 million members. Fraternal benefit societies are not-for-profit membership organizations offering volunteer, social and networking opportunities, along with insurance and other financial products.

O'Toole has served as President & CEO of Catholic Knights, now Catholic Financial Life since 2007. Catholic Financial Life is the second largest Catholic fraternal with \$1.38 billion of assets, \$5.4 billion of life insurance in force, and 110,000 members.

About Catholic Financial Life

For 148 years, Catholic Financial Life has been helping to protect the hard working families of Main Street America. With assets of \$1.38 billion and 110,000 members across the United States, Catholic Financial Life is the second largest Catholic fraternal life insurance organization in the country. For more information, visit www.catholicfinanciallife.org.

About the American Fraternal Alliance

The [American Fraternal Alliance](#) promotes and supports the missions of its 64 not-for-profit fraternal benefit society members operating in 50 states, the District of Columbia and Canada. Fraternal benefit societies are a different kind of life insurance provider, securing members' futures through reliable financial service offerings, and giving back to their local communities through meaningful volunteer activities. Alliance member societies represent nearly 9 million individuals, making it one of America's largest member-volunteer networks.

Through advocacy, policy and providing opportunities for a broader understanding of fraternal benefit societies as financial providers and community service activists, the Alliance serves as a vital and valued resource. The Alliance promotes the fraternal model, member involvement and interaction as well as collaboration with industry, public policymakers and non-profit community service organizations. The American Fraternal Alliance delivers highly effective and efficient operations regarding membership, and allows every board and committee member to have a voice in issues that affect the Alliance and member fraternal.

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