

Physicians Mutual® Selects PAM® for Securities

PRINCETON, New Jersey – January 17, 2008 - Princeton Financial® Systems, a leading provider of portfolio management and accounting solutions for global institutional investors, announced today that Physicians Mutual Insurance Company has licensed PAM® for Securities.

Physicians Mutual will use PAM to manage its \$2.5 billion portfolio including fixed income and equity strategies. PAM's extensive functional coverage for Physicians Mutual's current and future investment portfolio, combined with the strength of proven accounting and audit compliance capabilities, were important to Physicians Mutual during their search process. Physicians Mutual's strategic systems direction for a Service-Oriented Architecture also was a key driver in their systems review. PAM's integration capabilities, including available web services, provide a full spectrum of connectivity options and streamlined technology management to Physicians Mutual.

“In seeking a portfolio management system provider, we found that Princeton Financial had a superior product and shared our IT philosophy,” said Jim Juhler, senior vice president of accounting for Physicians Mutual. “An experienced leader in investment accounting, PFS was able to meet our needs for deployment of the system. We are pleased to have found a provider who can meet our needs in functionality, technology, and service.”

“The ability to support a broad range of complex investment instruments and to provide a modern technology architecture are prerequisites for firms looking to improve their investment technology,” said Lorne Whitmore, vice president of global sales for Princeton Financial. “It is very rewarding to have a firm such as Physicians Mutual recognize our leadership in these areas and our commitment to customer service excellence.”

-more-



media RELEASE



Princeton Financial® Systems

Physicians Mutual Insurance Company and Physicians Life Insurance Company, members of the Physicians Mutual family, provide a full portfolio of health and life insurance products, as well as financial products. The companies have total assets exceeding \$2.5 billion.

Both Physicians Mutual and Physicians Life consistently receive high grades from independent insurance analysts. They have an A.M. Best rating of “A (Excellent)” based on financial strength. TheStreet.com Ratings gives Physicians Mutual an “A+ (Excellent)” and Physicians Life an “A- (Excellent)” based on financial security.

Founded in 1902, Physicians Mutual’s headquarters are in Omaha, Nebraska.

Princeton Financial Systems is a leading provider of portfolio management and accounting systems for global institutional investors. Its flagship PAM® investment management systems are leading accounting solutions used worldwide by over 375 leading investment managers, insurance companies, mutual funds and unit trusts, pension funds, hedge funds, endowments, banks, and corporations, which manage combined total assets of over \$5 trillion. Princeton Financial has offices located in the United States, United Kingdom, the Netherlands, Australia, Singapore, Hong Kong, and Canada. For more information, visit Princeton Financial’s website at www.pfs.com.

###

■ **Media Contact:**

Cyndi Flanagan
cflanagan@pfs.com
+1 609 987 2400

