

Foresters Financial™ Name Change – Questions and Answers

Q. Why is Foresters changing its brand name?

We know that when members of the public see or hear the Foresters name, many wonder what we do because our name provides no clear signal about what business we're in. The addition of "Financial" provides greater clarity to Foresters role as a financial provider to clients. The new name promotes our unique value proposition as a financial services provider that helps everyday families achieve their financial goals and make a lasting difference in their lives and communities.

Q. When does the new brand name take effect?

In September 2015, we announced plans for the Foresters family of companies and its subsidiaries to be known collectively by one brand – Foresters Financial. Effective March 21, 2016, Foresters will be known in the market as Foresters Financial.

Q. Will there be any changes to Foresters business contact information, email addresses and customer service phone numbers?

No. Our business contact information, email addresses and phone numbers will not be changing and you will be able to contact us as you always have. You can rest assured that the solutions and trusted relationships they have had over the years will not be affected by the change to our brand name.

Q. Will there be a new website? What is the URL?

As part of the rebranding activities, we will be launching a new integrated Foresters Financial website in the near future. The new Foresters.com will showcase all of the divisions, products and services in the Foresters family of companies and provide enhanced functionality. The URL will remain foresters.com.

Foresters Financial and Foresters are trade names and trademarks of The Independent Order of Foresters (a fraternal benefit society, 789 Don Mills Road, Toronto, Canada M3C 1T9) and its subsidiaries.



Q. Does the change of the brand name mean new financial products will be introduced or existing products eliminated?

We are always looking at developing and introducing new products to meet needs of families across the United States. We will continue to offer our current portfolio of quality financial products including life insurance.

Q. Will product names change?

The specific names of Foresters products will not change, and our clients and members will not experience any change in service.

Q. Is there a new logo?

Our existing Foresters logo has been adapted to include the word "Financial". We are working to update all our print and digital material by the end of 2016. Both the Foresters and Foresters Financial names will co-exist during this transition period.

Q. Is this a legal name change?

The change to Foresters Financial represents a change in our brand name, and the Foresters family of companies to be known collectively by one brand – Foresters Financial. However, the legal name of the parent organization will remain The Independent Order of Foresters.

Q. How do you become a Foresters member?

To become a Foresters member, you can apply as part of the purchase of a life insurance product underwritten by The Independent Order of Foresters. At this time, membership is not available by any other means.

Foresters Financial and Foresters are trade names and trademarks of The Independent Order of Foresters (a fraternal benefit society, 789 Don Mills Road, Toronto, Canada M3C 1T9) and its subsidiaries.