

FOR IMMEDIATE RELEASE:

Hans Sternberg Receives ACG Louisiana's Lifetime Achievement Award

BATON ROUGE, La. – May 26, 2016 – ACG Louisiana (the Louisiana Chapter of the Association for Corporate Growth) honored Hans Sternberg, cofounder and Co-Chairman of Starmount Life Insurance Company and AlwaysCare Benefits, Inc., with its Lifetime Achievement Award during the ninth annual awards dinner at the Roosevelt Hotel New Orleans on May 19, 2016.

The annual ACG Louisiana Awards recognize companies that exhibit substantial corporate growth, accomplished business professionals, and noteworthy business transactions in the State of Louisiana.

The Lifetime Achievement Award is presented to the Louisiana professional that has demonstrated an outstanding commitment to corporate growth/development, highest level of ethics, exemplary leadership and community involvement. Past award recipients include head of the Tabasco Empire, Paul McIlhenny, and New Orleans movie theater magnate, T.G. Solomon, Sr.

Sternberg is known for his role with the development and growth of the family's retail business, Goudchaux's/Maison Blanche. With his brother Josef, he shaped it into America's largest family-owned department store chain with 8,700 employees in 24 branches until its 1992 sale.

While growing the retail chain, Sternberg and his wife, Donna, expanded the family business into the insurance industry in 1983, and later founded Starmount Life Insurance Company and AlwaysCare Benefits. The sister companies are national providers and administrators of individual and group life and supplemental health insurance, employing 230 associates with approximately 200 in Baton Rouge.

During his acceptance speech, Sternberg spoke about the challenges his family faced escaping Nazi Germany and starting a retail department store in a new country during the end of the Great



ACG President Bob Brickman presents the Lifetime Achievement Award to honoree, Hans Sternberg, at the ninth annual ACG Awards Banquet.

Depression. He gave a first-hand account of Louisiana's progress and development over the last 80 years.

Sternberg's own achievements and corporate growth have mirrored that of the state. "I was fortunate to grow up as Louisiana grew, not just in population, but matured into an even more welcoming, open community," Sternberg said. And, the 80-year-old entrepreneur continues to be a part of Louisiana's economic and business development.

On April 4, the Sternberg family announced the pending acquisition of Starmount Life Insurance and AlwaysCare Benefits by Fortune 500 Company Unum. According to Sternberg, the companies will remain based in Louisiana with the current management structure headed by Sternberg's son and daughter, Chief Executive Officer Erich Sternberg and President Deborah Sternberg. "[The Unum acquisition] will bring a major investment and added growth to the state," Sternberg said.



Hans Sternberg talks about his experience being an entrepreneur and growing a family business in Louisiana during his acceptance speech.

With the pending sale of the family's insurance company, Sternberg has no intention of retirement just yet. He plans to be a part of the family's newest company, Highflyer Human Resources, providing businesses with comprehensive human capital management solutions and services.

Closing his acceptance speech, Sternberg advised attendees to stay relevant in the business world and embrace change. "It is true I have met with modest success," Sternberg said, "but that success is due to the support of this great city and state, and our wonderful employees. For that, I thank you."

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About Starmount Life Insurance Company:

Starmount Life Insurance Company and sister company, AlwaysCare Benefits, Inc., are admitted in 49 states and are national providers and administrators of individual and group supplemental insurance. For more information, please visit www.StarmountLife.com or www.AlwaysCareBenefits.com.

About The Association for Corporate Growth (ACG)

The Association for Corporate Growth (ACG), founded in 1954, is a global organization with over 14,000 members in 58 chapters. It is one of the most trusted and respected resources for middle-market dealmakers and business leaders. For information, visit www.acg.org/louisiana/.

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