

For More Information Contact:  
Brittany Thoms 678-409-8140  
Brittany@seesparkgo.com



**MUTUAL OF OMAHA INVITE CONSUMERS TO VOTE ONLINE FOR THE  
TOP-10 AHA MOMENTS OF THE YEAR  
Favorites will appear in the company's 2010 TV commercials**

OMAHA, Neb. – Mutual of Omaha, proud sponsor of life's aha moments<sup>sm</sup>, today announced the launch of an online survey encouraging people to vote for their favorite aha moments of the year, with the top-10 vote-getters to be featured in the company's 2010 national broadcast advertising campaign early next year.

The first round of voting, which begins on October 1 and concludes on October 15, 2009, features 75 distinctive aha moments recorded during the company's recently-completed, five-month national tour. Mutual of Omaha selected three inspirational moments from each of the 25 markets the tour visited. Consumers may view and vote for all of the eligible entries at <http://www.ahamoment.com/vote>.

"We set out on the Aha Moment Tour hoping to capture extraordinary aha moments – real stories from real people and we ended up with more than 1,000 uplifting stories," said John Hildenbiddle, senior vice president of brand management and public relations at Mutual of Omaha. "Now, we want everyone across the country to participate in the aha moment experience by voting for the moments that touch them the most, and the winners will be featured in our 2010 broadcast campaign."

Following the first round of voting, the top vote getter from each of the 25 cities will move into the final round of voting, which ends on October 31, 2009. The results of the second phase will determine the top 10 favorites spotlighted in next year's campaign. The Web site will also allow people to encourage others to vote by sharing their favorite moments via e-mail, Facebook, Twitter and other popular social media outlets.

Mutual of Omaha kicked off its sponsorship of the aha moment with a national advertising campaign in February of 2009, a Web site devoted to aha moments, and a Facebook community. For more information on aha moments, visit <http://www.ahamoment.com>.



Mutual of Omaha, proud sponsor of life's aha moments, is a full-service, multi-line organization providing insurance and financial products for individuals, businesses and groups throughout the United States. For more information about Mutual of Omaha, visit [www.mutualofomaha.com](http://www.mutualofomaha.com).