



Continental American Insurance Company Fact Sheet

Continental American Insurance Company – originally Carolina Continental Insurance Company – was founded nearly 30 years ago in Columbia, South Carolina, with one state license and \$50,000 in premium income.

Today, the company is licensed in 49 states and the District of Columbia and generates more than \$100 million annually in premium income. It offers a full line of voluntary payroll-deducted insurance products through 160 marketing organizations and 4,800 brokers.

The company began as the vision of founder Leon C. Goodall, who is currently the company's chairman emeritus. Continental always been a family company and D. Christian Goodall is the current chairman of the board and CEO.

Continental has always focused on group voluntary products sold through brokers, including critical illness, accident, hospital indemnity, whole life and disability income insurance. The majority of premiums are generated in North and South Carolina, Texas, California and Virginia. The primary industries served include airlines, education, retail manufacturing, food store chains, colleges, municipalities and unions.

The company has earned a reputation for industry-leading products, but attributes its success to its state-of-the-art technology and superior customer service. It was founded on the philosophy of putting the customer first. Attributes that separate it from other insurers include:

- **Innovative products and services:** Continental American provides a wide range of attractive employee benefits at reasonable prices, customized to satisfy the needs of a variety of organizations.
- **Effective, committed management:** The management team at Continental American is comprised of experienced insurance executives who are focused on providing superior service to agents, policyholders and accounts.
- **Future focus:** Continental American invests energy and creativity into exploring new products and services that respond to the changing needs of the workforce.