

# Notice of Appointment



**Steven Ross**

December 6, 2007

Mr. Robert St-Denis, President and Chief Operating Officer of La Capitale Financial Group and La Capitale Civil Service Insurer, is pleased to announce the appointment of Mr. Steven Ross, C. Adm., F. Pl., as President and Chief Operating Officer of PennCorp Life Insurance Company, effective January 1, 2008. Mr. Ross will also continue to fulfill his existing duties as Executive Vice-President of La Capitale Civil Service Insurer.

A certified administrator with a bachelor's degree in Business Administration, Mr. Ross has extensive management and leadership experience in a number of areas of the financial services industry. Through extraordinary determination and a truly dynamic leadership style, he has played a key role in the achievement of highly impressive financial results. With his efficient, results-driven approach, Mr. Ross is a steadfast leader and an invaluable asset for La Capitale.

