



FOR IMMEDIATE RELEASE

Forethought participates in the ICCFA 2011 Annual Convention in Las Vegas

Special guest, author Lynn Isenberg, joins Forethought booth for book signing of her comedy novel "The Funeral Planner"

Indianapolis, Ind. – March 3, 2011 – Forethought Financial Group, Inc. (www.forethought.com), a leading provider of insurance and financial products focused on the senior market, will be exhibiting at the International Cemetery, Cremation and Funeral Association ("ICCFA") Annual Convention, March 8-11, 2011 in Las Vegas.

This year, Forethought will host a book signing at their booth with special guest, Lynn Isenberg, author of *The Funeral Planner*. Free copies of her comedy novel will be provided. *The Funeral Planner*, part of a trilogy of comedy novels, is also available as part of a *Digital Series* on www.Amazon.com.

"Lynn understands the dynamics of the funeral industry and importance of celebrating life and processing grief. The opportunity to sponsor her trilogy of novels made perfect sense for our business, as they represent the same principles we embrace at Forethought. We are very excited to have Lynn join us this year at the ICCFA convention, and believe our customers will enjoy meeting her and reading her novel," noted Sr. Vice President of Sales, Mark Guzniczak.

During the convention, Forethought will also feature multiple financial product solutions for funeral homes and cemeteries to offer the families they serve, including preneed life insurance, at-need insurance assignments and trust services.

About Forethought Financial Group, Inc.

Forethought Financial Group, Inc., with offices in Houston, Indianapolis and Batesville, Ind., is a leader in the delivery of high-value insurance and financial services products across the US. Forethought has served more than two million policyholders and has \$4.9 billion of in-force life insurance protection. With \$4.7 billion in assets and more than \$1.1 billion in annual revenue, Forethought has built its reputation through 25 years of quality, service and reliability. For more information, please visit www.forethought.com.

About Lynn Isenberg

A renowned author, movie producer and Life Celebration Expert, Lynn Isenberg is the Founder/CEO of The Tribute Network (www.TheTributeNetwork.com) a social media network for tribute videos and life celebration cycles featuring *The Tribute Video Festival* launching May 1st. In addition, she founded Lights Out Enterprises (www.LightsOutEnterprises.com), producing meaningful experiences to remember with narrative tribute videos. She is the author of four novels and two non-fiction grief guidebooks; "Grief Tributes: The Definitive Guide to Life Celebrations" and "Grief Wellness: The Definitive Guide to Dealing with Loss," the latter written

in collaboration with the funeral director who buried her father and brother. Her novels include the popular trilogy series THE FUNERAL PLANNER and the digital series featuring Joss Stone, "Fame's" Cynthia Gibb, and "General Hospital's" Marisa Ramirez. Lynn's screenwriter-producer credits include MGM/UA's "Youngblood," Tri-Star/Columbia Picture's "I Love You to Death," "True Vinyl," and the Fine Living Network's popular series "i::Design." She is currently adapting THE FUNERAL PLANNER trilogy novels into a TV series with award-winning director Donald Petrie ("Miss Congeniality," "How to Lose a Guy in Ten Days"). THE FUNERAL PLANNER was inspired by the loss of Lynn's father and brother, setting her on a personal path in shifting the experience of grieving into a creative healing process. Her work in spiritual psychology has unveiled for her an innate knowing that life and death are mirrors on a theme of transition and transformation. She holds a Masters degree in Spiritual Psychology from the University of Santa Monica and BA in Literature & Film from the University of Michigan and has been a featured guest on The Today Show, Early Show, NPR, NYT, and Fox affiliates. Her work has been covered by national and international media.

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