



M Financial Group™

M Financial Group Completes Rebranding of M Funds

PORTLAND, OR, MAY 13, 2010—M Financial Group announced today the completion of a rebranding initiative for the M Funds, a set of four proprietary variable investment options exclusively available to M Financial Member Firm clients through select variable life insurance/annuity products and qualified plans. As a result of this rebranding initiative, which was first announced last October, the funds will reflect the M Fund brand (instead of the name of the manager). The rebranded M Funds are as follows:

- M International Equity Fund (formerly the Brandes International Equity Fund) managed by Brandes Investment Partners, LP (Symbol: MBEQX)
- M Large Cap Growth Fund (rebranded in 2009) managed by DSM Capital Partners LLC (Symbol: MTCGX)
- M Capital Appreciation Fund (formerly the Frontier Capital Appreciation Fund) managed by Frontier Capital Management Company, LLC (Symbol: MFCPX)
- M Business Opportunity Value Fund (formerly the Business Opportunity Value Fund) managed by Iridian Asset Management Company (Symbol: MBOVX)

The managers of the respective funds, as noted above, remain the same.

The M Funds were first introduced in 1996 to provide M Member Firm clients with an expanded choice of life insurance subaccounts. In complementing the subaccounts offered by each respective carrier, the M Funds deliver access to the expertise, investment strategies, and styles of institutional managers generally not available in other life insurance products or to individual investors. Currently, Member Firm clients have more than \$630 million invested in the M Funds.

JoNell Hermanson, President of M Fund, Inc., and M Financial Investment Advisers, Inc. (MFIA), said: “This is an exciting change that more closely ties the innovation of the M Funds to the M brand, while further extending the M brand in the marketplace. We look forward to continued growth and success for this important component of the differentiation we deliver to Member Firms and their clients.”

In addition, the M Fund portfolio managers are selected, reviewed, and monitored by MFIA, whose board of directors is comprised of Member Firm Principals who have clients invested in the M Funds. “This accountability creates an oversight structure that works to protect the interests of Member Firm clients,” added Hermanson, who also serves as President of M Financial Wealth Management.

About M Financial Group

With more than 125 Member Firms in 36 states and Canada, M Financial Group is one of the nation’s leading financial services design and distribution companies. Since 1978, M Financial’s network of independent insurance, investment, and executive benefit firms has served the needs of ultra-affluent individuals, corporate executives, successful entrepreneurs, and Fortune 1000 companies. For more information about M Financial Group, please visit www.mfin.com.

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