



Financially Sound:

Torchmark Corporation Reports A Double-Digit Increase In Sales In The First Quarter

Birmingham, Alabama, April 20, 2000

Torchmark Corporation (NYSE: TMK) reported today that net operating income for the first quarter, 2000 was \$.69 per share (\$90 million), compared with \$.62 per share (\$85 million) for the first quarter of 1999, an 11% per share increase. Total insurance sales for the first quarter of 2000 were \$128 million, a 16% increase over the first quarter of 1999.

Total Life insurance sales of \$72 million were up 11%.

Total Health insurance sales were \$56 million, an increase of 22%. Health sales by United American Agencies totaled \$49 million, an increase of 25% and were primarily sales of Medicare Supplements. The growth in Medicare Supplement sales is largely due to the growth in the number of United American Exclusive Agents. During the first quarter of 2000, the United American Exclusive Agency grew by 20% to 2,832 Agents.

Torchmark total revenue from Operations* for the first quarter of 2000 was \$621 million compared to \$575 million for the same period last year.

In addition, Administrative expenses in Torchmark's insurance operations declined as a percent of premiums from 5.7% to 5.4%.

*Total revenue from Operations excludes net realized investment losses.

Torchmark also earned straight As from the nation's leading financial rating services, A.M. Best, Standard & Poor's and Weiss Research.

A+ Superior

A.M. BEST - 28 consecutive years for overall company stability*

Superior companies are defined by A.M. Best as having achieved superior overall performance when compared to Best's standards. These companies have a very strong ability to meet their policyholder and other contractual obligations over the long term.

AA Excellent

STANDARD & POOR'S - claims-paying ability*

Excellent companies are defined by Standard & Poor's as offering excellent financial security. The capacity to meet policyholder obligations is strong for these companies under a variety of economic and underwriting conditions.

A- Excellent

WEISS RESEARCH, INC. - financial rating*

Excellent companies are defined by Weiss Research as offering excellent financial security and having the resources necessary to deal with severe economic conditions. These companies have maintained a conservative position in their investment strategies, business operations and underwriting commitments.

*As of 9/99

These ratings refer only to the overall financial status of the company and are not a recommendation of the specific policy provisions, notes or practices of the insurance company.