

INDEPENDENCE HOLDING COMPANY
96 CUMMINGS POINT ROAD
STAMFORD, CONNECTICUT 06902
NYSE: IHC

CONTACT: DAVID T. KETTIG
(212) 355-4141 Ext. 3047
www.IHCGroup.com

NEWS RELEASE

INDEPENDENCE HOLDING COMPANY ANNOUNCES FORMATION OF IHC RISK SOLUTIONS

Stamford, Connecticut, May 24, 2011... Independence Holding Company (NYSE: IHC) today announced the formation of IHC Risk Solutions, a full-service direct writer of medical stop-loss insurance for self-insured employer groups. For almost 25 years, IHC has offered this insurance product through various managing general underwriters. IHC has now brought five of these companies - Alliance Underwriters, Independence Insurance Group, Majestic Underwriters, Marlton Risk Group, and Risk Assessment Strategies - together as one operating unit under the name IHC Risk Solutions in order to deliver cost-effective, innovative risk solutions to the self-insured market on a direct basis. IHC Risk Solutions' multiple carriers, which include IHC member companies Standard Security Life Insurance of New York, Madison National Life Insurance Company, Inc., and Independence American Insurance Company, and, non-owned carrier partners, are rated A- (Excellent) to A+ (Superior) by A.M. Best Company, Inc. Through these carriers, IHC Risk Solutions is able to underwrite business in all 50 states, Puerto Rico and the U.S. Virgin Islands. Our affiliated insurers will also continue to write medical stop-loss through several select managing general underwriters.

David Kettig, Chief Operating Office of IHC and President of IHC Risk Solutions, commented, "As a result of this consolidation, IHC Risk Solutions is one of the largest medical stop-loss underwriters in the United States, with offices nationwide. Our goal is to continue our current successful long-term relationships and develop new partnerships, which result in value-added competitive advantages. Please give us an opportunity to earn your business with bold fresh ideas and business solutions that will help you succeed in the ever-changing health care market."

About Independence Holding Company

IHC is a holding company principally engaged in the life and health insurance business and the acquisition of blocks of policies through its insurance company subsidiaries (Standard Security Life Insurance Company of New York, Madison National Life Insurance Company, Inc. and Independence American Insurance Company) and its managing general underwriters, third-party administrators, and marketing affiliates. Standard Security Life markets medical stop-loss, small group

major medical, short-term medical, major medical for individuals and families, limited medical, group long and short-term disability and life, dental, vision and managed health care products. Madison Life sells group life and disability, employer medical stop-loss, small group major medical, major medical for individuals and families, short-term medical, dental, vision, and individual life insurance. Independence American offers medical stop-loss, small group major medical, short-term medical, and major medical for individuals and families. IHC owns certain subsidiaries through its majority ownership of American Independence Corp. (NASDAQ: AMIC), which is a holding company principally engaged in the insurance and reinsurance business.

