

The Standard Partners with Big Brothers Big Sisters Columbia Northwest for

Employee “Jeans Day” Campaign

PORTLAND, Ore. — February 2, 2010 — Standard Insurance Company (“The Standard”) today announced a partnership involving its employees that will raise up to \$100,000 for Big Brothers Big Sisters Columbia Northwest. For the past five years, employees at The Standard have had the opportunity to wear jeans every Friday in exchange for a donation to a nonprofit partner organization. Since the program’s inception, more than \$300,000 has been raised for various nonprofit organizations.

Big Brothers Big Sisters is a non-profit agency that works to help boys and girls achieve their full potential through positive adult relationships. Big Brothers Big Sisters matches children ages 6-16 with adult mentors so youth can benefit from one-to-one friendships with positive adults.

“This partnership comes at a critical time for Big Brothers Big Sisters,” said Lynn Thompson, CEO of Big Brothers Big Sisters. “We are so grateful for the generosity of The Standard and its extraordinary employees whose support of the Jeans Day program will bring life-changing friendships to over 100 children in our community.”

In exchange for a \$100 contribution to Big Brothers Big Sisters during The Standard’s Employee Giving Campaign, employees are permitted to wear jeans every Friday in 2010.

"Providing an opportunity for The Standard's employees to engage in the communities where they live and work is a priority for our company," said Greg Ness, president and CEO at The Standard. "Our employees' generosity has exceeded what we ever believed a jeans day program could generate. It is powerful to see the connection between our employees and organizations like Big Brothers Big Sisters and the difference it can make in the lives of others."

More than \$35,000 has already been pledged by employees and they will continue to have the opportunity to support Big Brothers Big Sisters throughout 2010 through the program. All funds raised in the program will be matched dollar-for-dollar by The Standard.

About The Standard

StanCorp Financial Group, Inc., through its subsidiaries marketed as The Standard — Standard Insurance Company, The Standard Life Insurance Company of New York, Standard Retirement Services, StanCorp Mortgage Investors, StanCorp Investment Advisers, StanCorp Real Estate and StanCorp Equities — is a leading provider of financial products and services. StanCorp’s

subsidiaries serve approximately 8.1 million customers nationwide as of December 31, 2009, with group and individual disability insurance, group life, AD&D, vision and dental insurance, retirement plans products and services, individual annuities and investment advice. For more information about The Standard, visit www.standard.com.

About Big Brothers Big Sisters

Big Brothers Big Sisters Columbia Northwest is a volunteer and donor-supported organization that helps children reach their potential through one-to-one, life-changing friendships that have a measurable impact. In 2009, Big Brothers Big Sisters Columbia Northwest supported 3,051 children—and the volunteer mentors who serve them—making it the largest Big Brothers Big Sisters agency on the west coast and 8th largest nationwide. Big Brothers Big Sisters Columbia Northwest serves children in the Portland and Vancouver metropolitan areas. Learn more about Big Brothers Big Sisters at www.bbbsnorthwest.org.

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