

FOR IMMEDIATE RELEASE

Premier Preneed Marketing and Security National Life Announce Strategic Partnership

NORFOLK, NE, [October 22, 2026] Premier Preneed Marketing today announced a strategic partnership with Security National Life Insurance Company to help funeral homes grow their preneed programs and better serve the families who depend on them.

Through this partnership, funeral homes working with Premier will gain access to Security National Life's preneed solutions, supported by Premier's training, recruiting, marketing, and business development resources, including Premier 360 Platform, an integrated platform for lead management, automated communications, aftercare, and reporting.

"Successful preneed programs take more than great products," said Jeff Wright, Vice President of Preneed at Premier Preneed Marketing. "They take strong partnerships, the right technology, and ongoing support. Partnering with Security National Life expands what we can offer funeral homes and creates new opportunities to help them grow."

"At Security National, we take real pride in the way we serve funeral homes," said Samuel Ashby, Senior Vice President of Business Development at Security National Life. "Funeral homes deserve a partner who understands their business and is invested in their growth. Premier shares that commitment, and together we can serve even more funeral homes and the families who count on them."

About Premier Preneed Marketing

Premier Preneed Marketing, an Integrity company, is one of the nation's leading preneed marketing organizations. Since 1968, Premier has provided marketing support, training, recruiting, technology, and business development solutions to funeral homes and preneed professionals nationwide.

About Security National Life

Since 1965, Security National Life Insurance Company has helped families plan ahead with confidence and funeral homes grow. Headquartered in Salt Lake City, Utah, and a subsidiary of Security National Financial Corporation (NASDAQ: SNFCA), Security National Life is a trusted preneed partner, helping funeral homes serve their communities for generations.

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