



Presidential Life Appoints P.B. (Pete) Pheffer as Chief Financial Officer

Nyack, N.Y. (June 17, 2010) — Presidential Life Corporation (“Presidential Life”) (Nasdaq:PLFE) named P.B. (Pete) Pheffer as its new Chief Financial Officer effective June 12, 2010, replacing Dominic D’Adamo who has filled the role on an interim basis. Presidential Life, through its wholly owned subsidiary Presidential Life Insurance Company, is engaged in the sale of fixed deferred and immediate annuities, life insurance and accident & health insurance products.

“We are delighted to welcome Pete to Presidential Life. His public company experience, extensive insurance industry knowledge and talent for driving long-term organizational performance will further enhance our commitments to shareholders,” said Donald L. Barnes, Vice Chairman of the Board, Chief Executive Officer and President of Presidential Life. “We look forward to Pete working alongside our current management team as we execute against our three-year strategic plan to strengthen our balance sheet, diversify our product portfolio and prudently manage our investment portfolio.”

Prior to joining Presidential Life, Pheffer was Chief Financial Officer for Missouri Employers Mutual Insurance. His career also includes having served as Chief Financial Officer for Kemper Life Insurance Companies, Jackson National Life Insurance Companies and Standard Management Corporation.

About Presidential Life

Presidential Life Corporation, through its wholly owned subsidiary Presidential Life Insurance Company, is a leading provider of fixed deferred and immediate annuities, life insurance and accident & health insurance products to financial service professionals and their clients. Headquartered in Nyack, New York, the Corporation was founded in 1969 and, through the Insurance Company, markets its products in 50 states and the District of Columbia. For more information, visit our website www.presidentiallife.com.

Contacts

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