



Presidential Life Appoints William M. Trust, Jr. as Non-Executive Chairman of the Board of Directors

Nyack, N.Y. (March 11, 2010) — Presidential Life Corporation (“Presidential Life” or the “Company”) (Nasdaq: PLFE) today announced that its Lead Independent Director, William M. Trust, Jr., has been appointed as Non-Executive Chairman of Presidential Life’s Board of Directors. 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.

Mr. Trust has been a Director of Presidential Life since May 2008 and is currently Lead Independent Director, Chairman of the Finance and Investment Committee, and a member of the Nomination and Governance Committee. In his new role, Mr. Trust will continue to build on the recent progress to enhance the Company’s corporate governance initiatives following the resignation of Mr. Herbert Kurz as Chief Executive Officer in May 2009. He will also act as the primary liaison between the management team and the Board of Directors, preside over Board meetings and the annual stockholders’ meeting, provide counsel and support to the Chief Executive Officer, and serve as an ex officio member of all Board committees. Mr. Trust’s appointment was formally approved at a Board meeting on March 10, 2010.

“On behalf of the entire Board, we are extremely pleased that Bill has accepted this new role,” stated Donald L. Barnes, Vice Chairman of the Board, Chief Executive Officer and President of Presidential Life. “Bill has played a critical role in the ongoing development and implementation of the Company’s strategic plan and in enhancing our corporate governance structure since joining the Board. In addition, he has consistently demonstrated the value of his extensive experience, leadership skills and financial knowledge since assuming his role as Lead Independent Director in November 2009.”

“I am excited to accept this new role as Non-Executive Chairman of Presidential Life,” stated Mr. Trust. “I look forward to working with the management team and the other Directors to help achieve the Company’s strategic goals and generate enhanced value for our stockholders.”

Mr. Trust is a Principal at Innovation Management Consulting and has been a board director of numerous domestic and international corporations and joint ventures. Prior to starting his consulting practice, he held the positions of President, Chief Executive Officer and Chief Financial Officer in several privately held companies. His experience also includes the positions of Controller of a NYSE-listed company and Chief Accounting Officer of an investment banking firm. Mr. Trust has extensive international experience having been the Executive Director of an international architectural firm and the Executive Vice President of an international transportation holding company. Mr. Trust currently is Chairman of the Board of Directors at Nyack Hospital and a board director of the New York-Presbyterian Healthcare System. Mr. Trust holds a B.B.A. from the University of The City of New York, an M.B.A. in Management from Baruch College and he is a Certified Public Accountant in the state of New York.

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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