

For Immediate Release
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Oxford Life Insurance Company Recognized for its Commitment to the Highest of Ethical Standards.

Phoenix, December 18, 2003, Oxford Life Insurance Company today announced that it has been recognized by the Insurance Marketplace Standards Association (IMSA), and has qualified to become a member of the national organization dedicated to promoting high ethical standards in the marketing, selling and servicing of individually sold life insurance, annuities and long-term care insurance.

Oxford Life President, Mark A. Haydukovich, stated, "We are honored to be selected for membership in the IMSA and gratified that this organization recognized our commitment to such high ethical standards. This recognition is a tribute to our employees that live up to these high ethical standards on a daily basis."

Oxford Life Insurance Company was founded in 1965 and is a subsidiary of AMERCO, (Nasdaq: UHALQ). Oxford Life specializes in providing consumer-oriented life, fixed and equity indexed annuities and critical illness products.

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