

FOR IMMEDIATE RELEASE

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## Sons of Norway Enters into Agreement to Join BetterLife, Strengthening Long-Term Financial Stability While Preserving Mission and Traditions

**Minneapolis, MN—May 5, 2026—** Today, Sons of Norway announced that it has entered into a definitive agreement to join BetterLife, a member-founded, member-owned organization. The transaction is subject to regulatory approval and customary closing conditions.

Founded in 1895, Sons of Norway has supported its members for more than 130 years through cultural preservation, community engagement, and financial protection. Joining BetterLife reflects the organization's commitment to securing a strong and sustainable future while honoring its identity and traditions.

"Our board approached this decision thoughtfully and with great care," said Dan Seyfried, Chief Executive Officer of Sons of Norway. "BetterLife understands fraternal life, shares our values, and is committed to preserving who we are while strengthening our financial foundation for generations to come."



**BetterLife**  **SONS of  
NORWAY**  
A different kind of life insurance company

Under the agreement, Sons of Norway will retain its name, brand, lodges, district structure, foundation, cultural programs, and publications—including *Viking* magazine. Members will continue participating in the same local activities and traditions that define the organization, and the Sons of Norway Foundation will continue to support members and celebrate Norwegian heritage and culture.

BetterLife is a community-based organization that shares Sons of Norway's long-standing commitment to service, connection, and financial protection. BetterLife brings experience supporting legacy member-owned organizations and a strong financial position that will help ensure continuity and resilience for Sons of Norway members well into the future.

Following completion of the transaction, Sons of Norway members are also expected to gain access to additional financial products and enhanced member benefits offered by BetterLife, while continuing to enjoy the cultural programs and local experiences that define Sons of Norway membership.

BetterLife and Sons of Norway expect the transaction to be finalized later this summer, pending regulatory approval, with full integration anticipated by the end of the year.

Additional information for members will be available at [sofn.com/newpartnership](http://sofn.com/newpartnership), which will be updated as the transaction progresses.