

CNO FINANCIAL GROUP, INC.

FORM 8-K (Current report filing)

Filed 12/22/11 for the Period Ending 12/22/11

Address	11825 N PENNSYLVANIA ST CARMEL, IN 46032
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Industry	Insurance (Life)
Sector	Financial
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**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): **December 22, 2011**

CNO Financial Group, Inc.

(Exact Name of Registrant as Specified in Charter)

Delaware

(State or Other
Jurisdiction of Incorporation)

001-31792

(Commission File Number)

**11825 North Pennsylvania Street
Carmel, Indiana 46032**

(Address of Principal Executive Offices) (Zip Code)

(317) 817-6100

(Registrant's telephone number, including area code)

75-3108137

(I.R.S. Employer
Identification No.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

On December 22, 2011, CNO Financial Group, Inc. and Pacers Sports & Entertainment jointly issued a press release announcing that Conseco Fieldhouse will now be Bankers Life Fieldhouse. A copy of the press release is attached hereto as Exhibit 99.1.

Item 9.01(d). Financial Statements and Exhibits .

99.1 Press release dated December 22, 2011.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CNO Financial Group, Inc.

Date: December 22, 2011

By: /s/ John R. Kline
John R. Kline
Senior Vice President and
Chief Accounting Officer

news release

FOR MORE INFORMATION, CONTACT:

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Conseco Fieldhouse Renamed Bankers Life Fieldhouse

CARMEL, IN and INDIANAPOLIS -- December 22, 2011 -- CNO Financial Group, Inc. and Pacers Sports & Entertainment today jointly announced that Conseco Fieldhouse will now be Bankers Life Fieldhouse. In addition to being home to the Indiana Pacers and Indiana Fever, the Fieldhouse is host to more than 500 events annually, including over 200 major events, concerts and many other world-class entertainment events, attracting nearly two million guests a year.

CNO Financial Group, formerly Conseco, is in the 13th year of a 20-year naming rights partnership for the Fieldhouse. Bankers Life and Casualty Company (Bankers Life) is CNO's largest subsidiary, providing health and life insurance products to the pre- and post-retirement market across the U.S.

“We are very excited to announce the renamed Bankers Life Fieldhouse,” said Ed Bonach, CEO of CNO Financial Group. “Bankers Life is CNO's most significant consumer-facing brand, a long-established company and national market leader, with more than 5,600 agents and field employees serving over 1.3 million policyholders. It was ultimately the appropriate choice to represent CNO's values, brand promise and commitment to community on the highly-regarded Fieldhouse.”

The renaming presents a strong branding opportunity for Bankers Life, considering the national reach of the Indiana Pacers, Indiana Fever, and other events, along with the recognizable stature of the Fieldhouse in downtown Indianapolis. Opened in November, 1999, Bankers Life Fieldhouse is continually recognized as one of the premier facilities in the country.

news release

“Since the inception of this building, we have enjoyed an outstanding relationship with our partner, CNO Financial Group,” stated Jim Morris, president of Pacers Sports & Entertainment. “We are excited with this change and look forward to continued success for Bankers Life Fieldhouse and Pacers Sports & Entertainment for many, many years.”

Branding of the Fieldhouse along with all appropriate signage changes has begun, with completion expected in early 2012.

About CNO

CNO is a holding company based in Carmel, Indiana. Our insurance subsidiaries - principally Bankers Life and Casualty Company, Colonial Penn Life Insurance Company and Washington National Insurance Company - serve working American families and seniors by helping them protect against financial adversity and provide for a more secure retirement. For more information, visit CNO online at www.CNOinc.com.

About Pacers Sports & Entertainment

Pacers Sports & Entertainment (PS&E) is the corporate identity exemplified by Indiana Pacers, Indiana Fever, Bankers Life Fieldhouse and Pacers Foundation, Inc. Its team of inspired and dedicated employees promises to deliver quality entertainment and unparalleled service.

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