

A BANNER AND WILLIAM PENN GENERAL AGENCY COMMUNICATION

BANNER / WILLIAM PENN TERM REVISIONS; RATES LOWERED IN TWO BANDS

TO: ALL BANNER AND WILLIAM PENN GENERAL AGENTS
FROM: HANK CUSHARD, VP MARKETING
DATE: OCTOBER 26, 2009

Effective October 26, 2009, Banner and William Penn will make the following term portfolio revisions:

- **Lower** rates in all non-tobacco underwriting classes for OPTerm[®] 10, 15, 20 and 30-year level term plans in the following premium bands:
 - Band 3: \$250,000-\$999,999
 - Band 4: \$1 million - **now expanded** to include \$2 million
- **Lower** rates in all non-tobacco underwriting classes for Penn Term 10, 15, 20 and 30-year level term plans in the following premium bands:
 - Band 3: \$250,000-\$999,999
 - Band 4: \$1 million - **now expanded** to include \$2 million
- **Increase** the non-commissionable policy fees on all policies from \$60 to \$65

With the combination of these changes in our rates and fees, we can provide a more uniformly competitive overall term portfolio.

We invite you to compare these prices to the competitors. These rates make Banner / William Penn competitive in price and overall compensation.

Banner's Illustration Manager Version 15.5 and William Penn's Illustration Manager Version 7.1 have been updated and are available today, October 26. To assure the accuracy of illustrations, be sure to download these versions from our website at www.LGAmerica.com.

Any applications in house or received prior to November 16, will receive the product that offers the lowest premiums. Any application received on or after November 16, will receive the new premiums.

We intend to stay competitive in all aspects of the term market including price, underwriting and compensation. To accomplish this in the long run, fiscally responsible pricing changes and structural actions are sometimes necessary to reflect significant changes in the market. Banner and William Penn continue to work to bring these costs down and deliver high value products and services to you and your customers.