

Products/Markets #231 – November 16, 2009

**SUBJECT: Update / Re-price to the Protective Centennial Survivor G UL<sup>SM</sup>**



## ***Dial in to your clients' needs with Protective Centennial Survivor G UL<sup>SM</sup>!***

We are pleased to introduce a “**dial-a-guarantee**” feature on the *Centennial Survivor G UL* product. It offers NEW flexibility for clients to “**dial in**” the length of the guarantee period they desire, such as to age 90 or 100. Now you can dial in to the needs of your clients who would prefer less than lifetime guarantee periods.

This update also includes a re-price of the *Centennial Survivor G* rates for most ages, underwriting classes, and premium scenarios. The *Centennial Survivor G* remains a competitively priced second-to-die product for clients seeking estate planning and wealth preservation solutions. It offers guaranteed death benefit protection and a cost-effective, relatively uncomplicated way to help preserve assets from future estate tax liability.\*\* We have included a new competitive outlook below.

### **Competitive Outlook**

- NEW competitive ranking for less than lifetime guarantee periods. [Click here](#) to see how we are dialed in to the competition.
- Additionally, to accommodate the “dial” feature, adjustments were made to the non-tobacco lifetime rates. In spite of these rate adjustments, we retained a strong competitive position.
- Substandard rates remain highly competitive even though we increased rates for most ages and premium scenarios.
- Our tobacco rates also increased for most ages and premium scenarios. While Protective has never sought to be a leader in the tobacco rate classes, these new rates will allow us to maintain a competitive position in the marketplace.

### **Business Transition Rules to *Centennial Survivor G 11/09***

No exceptions will be made to the following business rules:

- Applications **received November 16**, and **later**, will be processed using the new “**11/09**” rates, unless earlier rates are specifically indicated in the application or the accompanying illustration.
- All applications received after **Friday, January 1** will receive the new rates.
- Applications for conversions will be the same as the new business transition rules listed above.

### **Illustration System**

- The new “11/09” rates will be available in the ELI system on Monday, 11/16.
- All full illustrations run after Friday, 1/1 will illustrate the new rates.
- After Friday, 1/1, a numeric summary will remain available for earlier rates until Monday, 2/1.

## Quoting System

Survivorship products are not available in the TeleLife pre-application system.

## Product Availability

Approved in all states except the following: CA, CT, MS, NV, NJ, NY, OR, PR, and TX

## Marketing Materials

Marketing materials, including consumer brochures and producer guides, can be ordered through Supplies Online via [www.protectiveproducer.com](http://www.protectiveproducer.com) as of Monday, 11/16.

Our goal is to provide you with the products, support, and information to serve the needs of your clients. If you have any questions or would like additional information about the **Protective Centennial Survivor G UL** product, please contact your Regional Sales Manager or call our Sales Support Team at (800) 333-3418, extension 2124.

Good Selling,



Mike Mungenast  
Vice President, PPGA Sales

\* In order for the lapse protection to be in-force, accumulated premiums paid (less pro rata adjustments for loans and withdrawals) must be equivalent to or greater than the accumulated minimum monthly guaranteed premiums. If only the minimum monthly guaranteed premiums are paid, there may be little or no cash or surrender value upon maturity. This policy is subject to up to a 2-year contestable and suicide period. Loans, partial surrenders, policy changes, and any delinquent premium outlays will affect the length of the protection. Refer to policy and endorsements for complete limitations, terms, and conditions.

\*\* Estate tax rules and the tax treatment of life insurance are subject to change at any time. Neither Protective Life, nor its representatives offer legal or tax advice. Purchasers should consult with their legal or tax adviser regarding their individual situations before making any tax related decisions.

Protective Centennial Survivor G UL, policy form UL-12 and state variations thereof, is a flexible premium second-to-die universal life insurance policy issued by Protective Life Insurance Company, 2801 Highway 280 South, Birmingham, AL 35223. Product features and availability may vary by state. Consult policy for benefits, riders, limitations, and exclusions. Subject to underwriting. Up to a 2-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply. All guarantees are subject to the claims paying ability of Protective Life Insurance Company.