

Products/Markets #233 – January 11, 2010
SUBJECT: ValueChoice Term Series Updates

Current market and economic conditions continue to impact the term life insurance industry and the products life insurers provide. At Protective Life, we carefully monitor our products to make certain they are competitive and continue to provide value to the consumer.

With this in mind, we will implement the following changes to our ValueChoice Term product, **effective February 1, 2010.**

- The annual policy fee will increase from \$60 to \$70 in all bands on all new policies for the 10-, 15-, 20-, 25-, and 30-year products
- The per unit rates will generally increase in most cells and rate bands for all products
- Lower maximum issue ages for some products and mortality classes
- New Renewal Premium rates for all states

Many carriers have already made product changes similar to these. Despite these adjustments, Protective Life continues to be very competitive amongst our core competitors for standard, non-tobacco applicants.

Business Rules (No exceptions will be made to the following business rules.)

Paper Applications:

- All paper applications will be based on the application signed date
- Cases with an application **SIGNED date by January 31, 2010, and received in the Home Office no later than February 12, will be issued with the current applicable rates and policy fee**
- If the paper application signed date is prior to February 1, 2010, but received after **February 12**, the new rates and policy fees indicated above will apply

TeleLife:

- TeleLife will use the **new rates effective February 1, 2010**
- *ValueChoice Term Series* cases quoted via TeleLife prior to February 1 will receive the current applicable rates and policy fee **if the fully signed application packet is received in the Home Office by February 26, 2010**

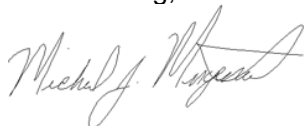
Illustration Systems

- ELI will **use the new rates effective February 1, 2010**

The updated ValueChoice Term Rate Book and Producer Guide (*PLBD.3048.01.10*) will be available via www.protectiveproducer.com on January 25th. Please see this brochure for complete details.

For questions or additional information about the Protective Life ValueChoice Term, contact your Regional Sales Manager or call the Protective Life Sales Support Hotline at (800) 333-3418, extension 2124.

Good Selling,



Mike Mungenast
Vice President, PPGA Sales

Policy form TL-12, and state variations, is a level death benefit term life insurance policy to age 100. Premiums increase annually after the initial guaranteed premium period. The company cannot increase the premium scale. There are no cash values. 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. Subject to up to a 2-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply.