

Products/Markets #235 – March 29, 2010

SUBJECT: 50% OFF*
Initial Premiums on New Guaranteed UL Product —
Introducing *Protective ModLife*!

Do you have clients who are struggling to find space in their already tight budgets for permanent life insurance protection?

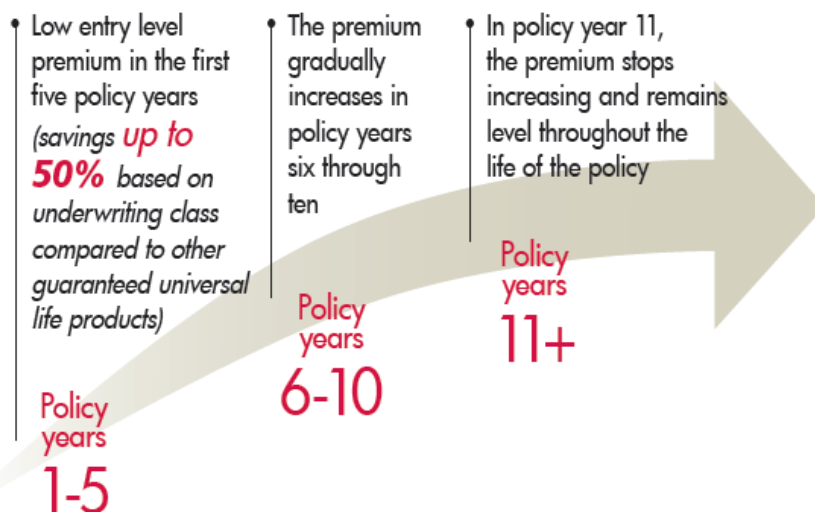
Now they don't have to. ***Protective's ModLife*** can **save your clients up to 50% OFF* their initial premiums for guaranteed coverage** at a time when getting the most out of every dollar is of the highest importance. **No other competitor can match these premium savings!**

Protective ModLife is a flexible-premium universal life insurance policy that provides a lower entry-level premium concept to guaranteed death benefit coverage. ***ModLife*** also offers all the flexibility of traditional universal life insurance, such as the option to "dial in" the duration of death benefit protection, and built in lapse protection.** Its choices, flexibility and lifetime guarantees encompass a broad-based appeal for today's budget conscious consumers.

Why sell traditional guaranteed UL like everyone else when you can offer a unique, affordable alternative? Break away from the pack and offer something truly worth your clients' consideration. **Who might benefit from *ModLife*?** Clients who are struggling to manage expenses, have long-term financial obligations, or wish to free up additional funds due to present financial pressures.

No other competitor can tell this story. It's a simple design!

Here's how ***ModLife*** works:



Nothing else COMPARES!

Product Specifications:

- Issue Ages: 18-70 (Select Preferred, Preferred, Non-Tobacco, Preferred Tobacco, Tobacco)
- Minimum Face Amount: \$50,000 (*Non-Tobacco & Tobacco only*); \$100,000 (*all other risk classes*)
- Maximum Substandard Rating: Table 8
- Lapse Protection Duration Options: Age 90 (*Select Preferred, Preferred, Non-Tobacco*); Age 95 (*Select Preferred, Preferred, Non-Tobacco*); Age 100 (*all risk classes*); Age 121 (*all risk classes*)

Compensation:

- Higher First Year Commission vs. Term Sale (*Compensation rates same as the Centennial G II UL*)
- Rolling Target Premiums up to 24 months

Target Market:

- Married couples, single parent households or small business owners ages 30–55
- Clients who have shorter duration term policies that are nearing the end of their term
- Young professionals ages 30-40 just starting out with limited cash flow

Product Availability:

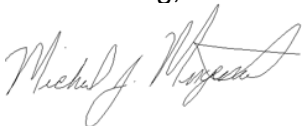
- *ModLife* is approved in all states **except the following:** FL, MD, MA, MT, NV, OR, PA, PR, TX, VT

Illustration & Quoting Systems:

- The ELI system will begin quoting *ModLife* in all approved states on 3/29.
- *ModLife* will be available in TeleLife for all approved states on 3/29.

ModLife allows your clients to lock in the permanent protection they need, with premiums they can afford, at a time when they need it most. **To find out more about *ModLife*, visit www.protective.com/modlife.** If you have questions or need assistance with a particular case, contact your Regional Sales Manager or call our Sales Support Hotline at (800) 333-3418, extension 2124.

Good Selling,



Mike Mungenast
Vice President, PPGA Sales

* Initial premium savings in policy years 1 – 5 is based on underwriting class and compared to other available guaranteed UL product options.
** The policy will not lapse due to insufficient funds as long as the Lapse Protection Account value equals or exceeds policy debt. The amount of premium and any charges determine if the lapse protection is in effect. Loans, partial surrenders, policy changes, and any delinquent premium outlays will affect the length of the protection. The lapse protection guarantees the policy death benefit only, not the cash or surrender value. Refer to policy and endorsements for complete limitations, terms, and conditions.

ModLife, policy form UL-15 and state variations thereof, is a flexible premium 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 two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply. All payments and all guarantees are subject to the claims paying ability of Protective Life Insurance Company.