

REPRICING RULES

PRULIFE® UNIVERSAL PLUS

There may be situations in which you have a case pending when the repriced PruLife Universal Plus is introduced. Should an evaluation of these cases reveal that the repriced PruLife Universal Plus is a more appropriate choice for your client, use the following transition rules to handle cases such as this.

Transition Rules PruLife Universal Plus Repricing

The following **Basic Transition Rules** will apply to the PruLife Universal Plus 2010:

- If the application date* is prior to the state introduction date of the repriced UL Plus, "old" rates will be issued.
- If the application date* is on or after the state introduction date**, but before 28 days after the state introduction date, "new" rates will be issued unless "old" rates are specifically requested. For example, in states that introduce the repriced UL Plus on May 1, 2010, "old" rates can be requested if the application date is on or before May 28, 2010.
- If the application date* is 28 days or more after the state introduction date, "new" rates will be issued in all situations.
- An existing PruLife Universal Plus 2007 policy that is within its 90 day New Business Change Period (NBCP) can be changed to a PruLife Universal Plus 2010 policy and maintain its original policy date.
- Existing PruLife Universal Plus 2007 policies that are outside their NBCP or any non-Universal policies cannot be changed to PruLife Universal Plus 2010. The PruLife Universal Plus 2010 will have to be requested through New Business and the existing contract cash surrendered.
- Any pending application or unplaced policy can be changed to the UL Plus with "new" rates as long as the request for change is made on or after May 1, 2010.

Term Conversions: If the convertible period ends prior to the state approval date and the application date is after the state approval date, but within 31 days of the convertible period end date, "old" or "new" rates can be issued.

If the term conversion is requested after the state approval date and the application date is outside of 31 days after the convertible period end date, only "new" rates can be issued.

Backdating: Normal backdating rules will apply, meaning that the policy can be backdated up to six months prior to the application date (three months in Ohio). A UL Plus policy with "new" rates can be dated prior to the state introduction date as long as the application meets the requirements in the **Basic Transition Rules** above.

* "Application Date:" – date on Part 1 of application (ORD 96200) or date 84800S (for contractual term conversions) was signed.

** Introduction date may vary by state.

PruLife Universal Plus is issued by Pruco Life Insurance Company in all states except New York, where it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ. Each is solely responsible for its own financial condition and contractual obligations.

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