

Products/Markets #236 – May 14, 2010

SUBJECT: Coming Soon: *Protective Secure-T*!

On June 1, Protective will introduce the newest in its line-up of innovative products, **Secure-T**—a universal life product offering term-like, guaranteed premiums for a specified duration. **Secure-T** will replace the 10, 15, 20, 25 and 30 year ValueChoice Term plans. With this new product from Protective, you can look forward to **rate decreases on average of 13-16% on our 25 and 30 year plans, attractive exchange features, and target premiums that include the policy fee—allowing commission on the total premium!**

To prepare for the launch of **Secure-T**, please review the following important information.

Anti Money Laundering (AML) Training:

Secure-T features term-like, level premiums for periods of 10, 15, 20, 25, or 30 years. But because it's based on a UL chassis, it will require the same AML training necessary for anyone selling universal life products. To facilitate this requirement we've partnered with LIMRA to provide the training, free of charge. If an agent submits a **Secure-T** case before completing the training, Protective will send a notification to the agent, with instructions for how to log on to the LIMRA website to complete the training.

Business Rules for Transition: **Secure-T**

You may begin submitting applications in approved states for **Secure-T on June 1**.

As state approvals continue to occur, the 10, 15, 20, 25, and 30 ValueChoice Term plans will be replaced with the **Secure-T** 10, 15, 20, 25, and 30. ValueChoice Term will still be available in those states that have yet to approve **Secure-T**.

Paper Applications:

For States that have approved **Secure-T** prior to **06/01/2010** (initial launch date)

- Applications for ValueChoice Term must be signed before **06/01/2010** and received no later than **06/25/2010**.
- Applications for ValueChoice Term signed on or after 06/01/2010 will be processed as **Secure-T**, and applications received after 06/25/2010 will be processed as **Secure-T**.
- If the application received is ValueChoice Term and the product issued is **Secure-T**, an application amendment is required and will be sent at issue. (*New Business will contact the agent during the underwriting process to verify they want to proceed with plan change to Secure-T*)

TeleLife:

- **Secure-T** will use the same TeleLife New Business Process as used for ValueChoice Term applications under \$1 Million effective **06/01/2010**.
- ValueChoice Term Series cases quoted via TeleLife prior to 06/01/2010 must have the fully signed application packet received in the Home Office by 07/09/2010.
- ValueChoice Term Series fully signed application packets received after 06/25/2010 will be processed as **Secure-T**.

Reissue rules are the same as typical reissues rules with Term or UL product releases. Policy date Reissues will be allowed for a 90-day period, following the inforce date, subject to the standard business rules and an amended application.

Be sure to watch your inbox for more on our latest innovation, **Secure-T.** Should you have any immediate questions, please contact our **Sales Support Hotline at (800) 333-3418, extension 2124.**

Good Selling,



Mike Mungenast
Vice President, PPGA Sales

Secure-T, policy form UL-17 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.