

A WILLIAM PENN GENERAL AGENCY COMMUNICATION

LIFE VALUE TERM[™] - THE SOLUTION WHEN LEVEL TERM PREMIUM IS TOO HIGH FOR THE COVERAGE NEEDED AND YOU DON'T WANT TO COMPROMISE AMOUNT OR DURATION

TO: ALL WILLIAM PENN GENERAL AGENTS
FROM: HANK CUSHARD, VP MARKETING
DATE: NOVEMBER 16, 2009

It's a fact of life: A careful needs analysis determines a face amount that's higher and a coverage period that's longer than the customer expects. And the level term premium, no matter how competitively priced, is still too high for the budget.

Beginning today, there is a solution. William Penn is strengthening its position in the brokerage distribution market with a new, complementary series of term life insurance products. Life Value Term is the customer-centric solution when level term premiums are more than your clients can afford and they are about to settle for less coverage or a shorter duration. Don't let them.

Meeting the need for sufficient death benefit protection, the Life Value Term[™] products fit with our company's focus on protection-based life insurance for America's families. The 20 and 30 year term plans have initial premiums that start significantly lower than traditional level premium term, allowing buyers to afford the full coverage needed while their insurability is optimum, even if their budgets are tight.

Life Value 20 / 30 term is renewable and convertible term life insurance that provides a level death benefit and coverage to age 95. The gently increasing, guaranteed premiums make the products competitive with level premium term over the full term period. With the lower early premiums customers won't have to cut back on the face amount to afford the premium. With the gentle increase they can afford the slightly higher premiums from year to year.

Take a look at these advantages:

- Life Value Term 20 has an initial premium and commission equal to Penn Term 10.
- Life Value Term 30 has an initial premium and commission equal to Penn Term 15.
- Renewal commission is paid for the life of the policy.
- Allows you to provide clients with higher death benefits at affordable prices.
- Allows you to lock in your client's insurability – and eliminate the risk that in fifteen years an underwriting classification may not be as favorable.

- Offers your client an alternative to reducing the face amount when faced with an unexpected underwriting decision.

And product features:

- Life Value Term 20 is issued ages 20-70.
- Life Value Term 30 is issued ages 20-60, five more years than Penn Term.
- Table ratings are based on Standard Plus underwriting class allowing you to compete in the impaired risk market.

William Penn's Illustration Manager Version 7.1 has been updated and is available today, November 16. To assure the accuracy of illustrations, be sure to download this version from our website at www.LGAmerica.com.

The Life Value Term Series has an innovative product design not seen elsewhere in the term market. With Life Value Term, your brokers will never have to settle for less coverage than their clients need, at the time they need it most, because the initial premium is too high. Nor will they have to shorten the term to lower the premium and take the re-qualification risk.

Life Value Term is available in New York from William Penn and nationally from Banner.

Don't compromise coverage. Show them Life Value Term.